

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0.000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																			
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.																				
																									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-
EVENING																																												
A DIFFERENT WORLD						A	31.3	49	2773	1789	385	317	89	882	350	553	471	364	268	475	198	313	277	201	133	181	110	251	155															
THU	8.30P	30	NBC	1		B	31.3	49	2773	1789	385	317	89	882	350	553	471	364	268	475	198	313	277	201	133	181	110	251	155															
	209	99	CS	1		C	31.3	49	2773	1789	385	317	89	882	350	553	471	364	268	475	198	313	277	201	133	181	110	251	155															
A YEAR IN THE LIFE						A	13.8	23	1223	1543	340	270	95	805	304	502	443	359	253	375	141	259	241	185	97	192	112	171	102															
WED	9.00P	60	NBC	2		B	14.6	24	1289	1541	345	290	113	866	341	540	466	363	279	381	150	252	241	168	108	144	91	149	92															
	203	99	GD	2		C	14.6	24	1289	1541	345	290	113	866	341	540	466	363	279	381	150	252	241	168	108	144	91	149	92															
	9.00 - 9.30					A	13.2	22	1170	1569	340	271	93	818	289	495	439	370	274	361	131	238	223	178	104	181	112	210	127															
	9.30 - 10.00					A	14.4	23	1276	1519	340	270	97	794	317	508	446	349	233	388	150	279	258	191	90	202	112	136	79															
ABC SAT. NIGHT MOVIE SPEC(S,R)						A	7.3	14	647	1664	282	254	87^	594	282	448	373	246	117	480	241	372	323	192	78^	238	140	352	264															
SAT	9.00P	120	ABC																																									
	211	99	FF																																									
SPLASH						A	5.3	9	470	1501	263	207	52^	529	198	345	305	244	145	490	225	327	302	187	125^	234	108^	248	191															
	9.00 - 9.30					A	7.3	13	647	1726	293	265	73^	608	282	449	362	248	133	460	234	354	314	182	77^	238	152	420	333															
	9.30 - 10.00					A	8.4	16	744	1700	276	258	106	614	320	483	395	238	101	466	248	383	319	182	60^	245	151	375	272															
	10.00 - 10.30					A	8.1	16	718	1697	293	274	106	611	301	485	409	258	100	512	253	410	354	215	68^	236	139	339	244															
	10.30 - 11.00																																											
ABC THURSDAY NIGHT MOVIE						A	12.2	20	1081	1892	281	239	117	636	312	505	426	288	105	661	348	542	451	282	79	260	157	334	253															
THU	9.00P	126	ABC	1		B	12.2	20	1081	1892	281	239	117	636	312	505	426	288	105	661	348	542	451	282	79	260	157	334	253															
	212	99	FF	1		C	12.2	20	1081	1892	281	239	117	636	312	505	426	288	105	661	348	542	451	282	79	260	157	334	253															
GHOSTBUSTERS						A	11.3	17	1001	1918	294	240	101	606	289	465	386	284	116	600	312	489	417	258	73	290	180	422	319															
	9.00 - 9.30					A	11.9	19	1054	1928	290	245	119	640	314	521	429	297	103	619	328	507	429	262	72	280	169	388	291															
	9.30 - 10.00					A	12.8	22	1134	1906	277	238	132	647	320	521	445	295	93	687	360	563	459	299	82	263	154	309	232															
	10.00 - 10.30					A	12.8	23	1134	1869	270	237	116	643	328	516	438	276	96	733	391	611	498	312	81	230	140	263	204															
	10.30 - 11.00					A	11.3	24	1001	1769	270	237	124	719	300	497	458	302	189	688	352	531	455	265	121	169	102	192	144															
ADVENTURES-BEANS BAXTER						A	2.1	4	186	1593	236^	230^	36^	549	244^	442	378	229^	104^	608	310^	447	356	262^	99^	253^	62^	183^	123^															
SAT	8.30P	30	FOX	1		B	2.1	4	186	1593	236^	230^	36^	549	244^	442	378	229^	104^	608	310^	447	356	262^	99^	253^	62^	183^	123^															
	115	85	CS	1		C	2.1	4	186	1593	236^	230^	36^	549	244^	442	378	229^	104^	608	310^	447	356	262^	99^	253^	62^	183^	123^															
ALF						A	17.9	29	1586	1871	326	279	111	681	329	493	439	259	139	437	222	359	319	183	60	266	154	487	310															
MON	8.00P	30	NBC	1		B	17.9	29	1586	1871	326	279	111	681	329	493	439	259	139	437	222	359	319	183	60	266	154	487	310															
	204	99	CS	1		C	17.9	29	1586	1871	326	279	111	681	329	493	439	259	139	437	222	359	319	183	60	266	154	487	310															
BEAUTY & THE BEAST SPEC.(S)						A	13.5	26	1196	1632	323	257	101	833	308	506	469	376	273	513	176	336	318	264	140	121	73	165	126															
FRI	10.00P	60	CBS																																									
	209	99	A																																									
	10.00 - 10.30					A	13.6	26	1205	1612	325	257	100	853	298	509	476	395	289	506	164	326	308	267	144	101	62	152	112															
	10.30 - 11.00					A	13.4	26	1187	1653	322	257	103	813	317	503	463	356	257	520	188	346	329	262	137	141	84	179	140															
BILL COSBY SHOW						A	31.5	51	2791	1788	355	288	80	868	318	501	432	351	308	488	185	299	262	207	161	165	100	266	168															
CONT'D																																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 21-27, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																			
									PERS	WOMEN	LOH 18-49 W/CH	18- 49	18- 34	18- 49	25- 34	35- 44	45- 54	55- 64	18- 34	18- 49	25- 34	35- 44	45- 54	55- 64	TOT.	FEM.	TOT.	TOT.																
EVENING CONT'D																																												
BILL COSBY SHOW-CONT'D																																												
THU	8.00P	30	NBC	1	B	31.5	51	2791	1788	355	288	80	868	318	501	432	351	308	488	185	299	262	207	161	165	100	266	168																
	213	99	CS	1	C	31.5	51	2791	1788	355	288	80	868	318	501	432	351	308	488	185	299	262	207	161	165	100	266	168																
BUCK JAMES																																												
SUN	10.00P	60	ABC	1	A	16.6	30	1471	1724	394	305	128	902	238	498	505	505	331	633	176	355	382	355	204	61	31^	129	87																
	216	99	GD	1	B	16.6	30	1471	1724	394	305	128	902	238	498	505	505	331	633	176	355	382	355	204	61	31^	129	87																
	10.00 - 10.30				A	17.5	30	1551	1736	398	307	132	909	244	498	500	499	340	633	175	354	377	356	210	66	35^	127	84																
	10.30 - 11.00				A	15.7	30	1391	1711	390	303	124	894	231	498	511	511	321	632	178	356	387	355	197	54	26^	130	91																
CAGNEY & LACEY																																												
MON	10.00P	60	CBS	1	A	16.4	28	1453	1442	375	283	110	884	275	493	498	418	313	434	163	255	231	199	150	65	36^	59	40^																
	208	99	OP	1	B	16.4	28	1453	1442	375	283	110	884	275	493	498	418	313	434	163	255	231	199	150	65	36^	59	40^																
	10.00 - 10.30				C	16.4	28	1453	1442	375	283	110	884	275	493	498	418	313	434	163	255	231	199	150	65	36^	59	40^																
	10.30 - 11.00				A	16.5	27	1462	1458	391	294	114	889	283	502	512	417	308	439	164	256	231	197	155	65	37^	63	43^																
					A	16.2	29	1435	1435	362	273	106	884	269	486	488	422	320	431	163	256	233	201	146	65	36^	55	36^																
CHARMING																																												
THU	8.30P	30	ABC																																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.21-27, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING				LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN		
									PERS	WOMEN	18+	49		TOTAL	18+	18+	25+	35+	TOTAL	18+	18+	25+	35+	TOTAL	12-	12-	2+	6+
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. 0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
FULL HOUSE SPECIAL(S)-CONT'D																												
TUE	8.30P	30	ABC																									
	204	97	CS																									
GOLDEN GIRLS					A	22.2	39	1967	1597	307	226	62	877	255	407	365	353	418	385	99	206	200	181	160	122	72	213	161
SAT	9.00P	30	NBC	2	B	22.6	40	2002	1626	290	219	61	875	236	388	356	351	433	413	105	209	207	192	180	126	88	212	151
	209	99	CS	2	C	22.6	40	2002	1626	290	219	61	875	236	388	356	351	433	413	105	209	207	192	180	126	88	212	151
GROWING PAINS					A	23.2	36	2056	1878	374	337	88	772	405	597	493	291	136	496	270	409	325	186	71	284	152	326	239
TUE	9.00P	30	ABC	1	B	23.2	36	2056	1878	374	337	88	772	405	597	493	291	136	496	270	409	325	186	71	284	152	326	239
	214	98	CS	1	C	23.2	36	2056	1878	374	337	88	772	405	597	493	291	136	496	270	409	325	186	71	284	152	326	239
HEAD OF THE CLASS					A	17.4	29	1542	1756	368	317	103	742	395	545	441	243	160	495	283	408	330	183	54	243	109	275	170
WED	8.30P	30	ABC	1	B	17.4	29	1542	1756	368	317	103	742	395	545	441	243	160	495	283	408	330	183	54	243	109	275	170
	215	99	CS	1	C	17.4	29	1542	1756	368	317	103	742	395	545	441	243	160	495	283	408	330	183	54	243	109	275	170
HIGHWAY TO HEAVEN					A	15.6	27	1382	1729	271	198	88	863	214	408	397	402	393	461	151	245	234	218	197	159	79	246	153
WED	8.00P	60	NBC	2	B	16.2	28	1435	1742	269	207	95	844	218	407	395	385	376	461	140	238	237	221	197	173	85	264	168
	205	99	GD	2	C	16.2	28	1435	1742	269	207	95	844	218	407	395	385	376	461	140	238	237	221	197	173	85	264	168
	8.00 - 8.30				A	14.9	26	1320	1715	255	182	86	851	206	392	386	390	396	466	159	246	240	216	199	164	81	234	143
8.30 - 9.00																												
HOOPERMAN					A	16.3	27	1444	1741	285	212	89	874	221	423	407	412	391	456	144	245	229	219	195	154	77	257	162
WED	9.00P	30	ABC	1	A	21.5	35	1905	1779	359	310	95	833	332	559	506	384	219	578	260	420	369	258	122	148	59	220	142
	213	99	OP	1	B	21.5	35	1905	1779	359	310	95	833	332	559	506	384	219	578	260	420	369	258	122	148	59	220	142
					C	21.5	35	1905	1779	359	310	95	833	332	559	506	384	219	578	260	420	369	258	122	148	59	220	142
HOUSTON KNIGHTS					A	9.6	16	851	1647	279	212	92	720	216	398	395	371	259	641	216	385	363	319	218	143	64	145	97
TUE	8.00P	60	CBS	2	B	10.2	17	904	1672	318	246	99	783	209	437	428	430	286	655	201	389	369	343	224	106	57	128	78
	203	98	OP	2	C	10.2	17	904	1672	318	246	99	783	209	437	428	430	286	655	201	389	369	343	224	106	57	128	78
	8.00 - 8.30				A	8.8	15	780	1640	277	208	80	734	206	390	385	389	284	635	200	367	348	321	230	134	57	137	90
	8.30 - 9.00				A	10.5	17	930	1638	278	213	100	701	223	402	400	353	236	639	228	397	372	314	207	149	69	150	102
I MARRIED DORA					A	10.1	18	895	1744	279	226	122	753	321	499	432	303	220	591	276	444	391	264	103	137	91	262	161
FRI	8.30P	30	ABC	1	B	10.1	18	895	1744	279	226	122	753	321	499	432	303	220	591	276	444	391	264	103	137	91	262	161
	203	96	CS	1	C	10.1	18	895	1744	279	226	122	753	321	499	432	303	220	591	276	444	391	264	103	137	91	262	161
I MARRIED DORA SPECIAL(S)					A	20.4	32	1807	1770	347	310	94	779	414	607	496	296	137	507	274	410	329	194	75	225	132	259	176
TUE	9.30P	30	ABC																									
	210	98	CS																									
JAKE AND THE FATMAN-SPEC.(S)					A	12.5	24	1108	1673	256	160	43	820	147	327	378	422	411	679	174	338	369	374	276	79	28	94	70
SAT	10.00P	60	CBS																									
	208	99	OP																									
	10.00 - 10.30				A	12.7	24	1125	1677	248	152	37	807	138	316	370	413	405	691	176	342	376	379	279	76	27	103	77
	10.30 - 11.00				A	12.3	24	1090	1669	265	167	49	834	156	338	386	430	417	668	173	334	361	368	272	81	28	86	63
J.J. STARBUCK SPECIAL(S)					A	15.8	30	1400	1577	318	222	62	846	224	421	400	424	368	501	150	291	276	230	193	105	56	125	80
CONT'D																												

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN						
								PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.							
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING CONT'D																														
J.J. STARBUCK SPECIAL(S)-CONT'D																														
SAT	9.30P	90	NBC																											
	203	99	GD																											
	9.30 - 10.00					A	15.8	29	1400		1581	310	222	58	868	241	420	376	393	400	450	130	249	239	195	179	118	68	144	89
	10.00 - 10.30					A	15.9	30	1409		1560	319	223	58	842	215	420	412	439	361	506	154	296	279	229	196	94	51	119	77
	10.30 - 11.00					A	15.6	31	1382		1601	327	223	71	833	218	425	415	441	347	552	167	330	311	267	204	103	50	113	74
KATE & ALLIE																														
MON	8.30P	30	CBS	2		A	15.6	24	1382		1541	390	302	72	863	303	452	447	326	339	471	156	262	279	207	174	87	55	120	77
	209	99	CS	2		B	15.6	25	1382		1545	364	281	93	861	294	467	442	349	338	441	150	246	255	200	157	88	58	155	101
						C	15.6	25	1382		1545	364	281	93	861	294	467	442	349	338	441	150	246	255	200	157	88	58	155	101
KNOTS LANDING																														
THU	10.00P	60	CBS	1		A	15.2	27	1347		1536	358	290	85	936	351	549	485	380	333	449	198	307	288	187	115	72	32^	80	60
	209	99	GD	1		B	15.2	27	1347		1536	358	290	85	936	351	549	485	380	333	449	198	307	288	187	115	72	32^	80	60
	10.00 - 10.30					C	15.2	27	1347		1536	358	290	85	936	351	549	485	380	333	449	198	307	288	187	115	72	32^	80	60
	10.30 - 11.00					A	15.1	26	1338		1559	362	291	82	937	346	553	493	389	331	460	204	317	296	191	116	78	30^	84	62
						A	15.3	28	1356		1513	354	288	88	935	355	545	477	371	335	437	193	297	279	182	115	65	34^	75	59
LAW & HARRY MCGRAW SPEC.(S)																														
SUN	9.00P	120	CBS			A	12.6	21	1116		1577	345	232	44^	835	120	371	427	479	382	628	124	281	287	354	304	58	27^	55^	44^
MACGYVER																														
MON	8.00P	60	ABC	1		A	11.8	20	1045		1650	252	196	66	739	187	357	356	391	317	668	235	416	371	321	209	121	70	123	67
	185	93	A	1		B	11.8	20	1045		1650	252	196	66	739	187	357	356	391	317	668	235	416	371	321	209	121	70	123	67
	8.00 - 8.30					C	11.8	20	1045		1650	252	196	66	739	187	357	356	391	317	668	235	416	371	321	209	121	70	123	67
	8.30 - 9.00					A	11.2	19	992		1635	245	191	69	747	188	355	346	394	325	651	229	401	346	304	216	111	66	126	68
						A	12.5	21	1108		1651	257	198	63	726	185	356	362	385	306	678	239	427	390	333	201	128	74	118	65
MARRIED...WITH CHILDREN																														
SUN	8.00P	60	FOX	1		A	3.7	6	328		1785	327	265	23^	608	312	458	418	259	94^	773	370	638	561	370	92^	147^	96^	257	170^
	116	85	CS	1		B	3.7	6	328		1785	327	265	23^	608	312	458	418	259	94^	773	370	638	561	370	92^	147^	96^	257	170^
	8.00 - 8.30					C	3.7	6	328		1785	327	265	23^	608	312	458	418	259	94^	773	370	638	561	370	92^	147^	96^	257	170^
	8.30 - 9.00					A	3.5	6	310		1843	336	266	20^	594	309	466	441	266	60^	799	377	666	567	388	93^	182^	120^	268	177^
						A	3.8	6	337		1779	328	271	25^	637	323	462	407	260	127^	768	374	629	570	385	93^	118^	77^	255	169^
MATLOCK																														
TUE	8.00P	120	NBC	1		A	17.0	27	1506		1627	244	159	60	867	142	296	339	424	492	613	132	268	265	309	303	63	27^	84	32^
	204	96	GD	1		B	17.0	27	1506		1627	244	159	60	867	142	296	339	424	492	613	132	268	265	309	303	63	27^	84	32^
	8.00 - 8.30					C	17.0	27	1506		1627	244	159	60	867	142	296	339	424	492	613	132	268	265	309	303	63	27^	84	32^
	8.30 - 9.00					A	15.6	26	1382		1596	242	162	56	874	138	287	332	427	506	597	124	240	247	296	309	42^	24^	84	30^
	9.00 - 9.30					A	16.9	27	1497		1623	245	164	62	880	140	303	354	440	496	594	124	249	248	294	304	65	24^	84	32^
	CONT'D					A	17.8	28	1577		1639	245	151	59	866	139	288	335	421	495	617	131	273	271	312	304	72	27^	85	31^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. AUD. SH AVG. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
													PERS	WOMEN	18-49	18- W/CH	18- 18- 25- 35-	18- 18- 25- 35-	18- 18- 25- 35-	TOT. FEM.	TOT. TOT.												
											(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING CONT'D																																	
MATLOCK-CONT'D 9.30 - 10.00										A	17.6	28	1559	1655	243	160	64	856	152	308	336	412	473	646	149	308	294	333	298	69	30^	84	34^
MAX HEADROOM										A	6.9	13	611	1675	249	204	129	651	304	481	429	289	117	573	216	448	415	325	74^	158	86^	293	165
FRI 9.00P 60 ABC 2										B	7.3	13	647	1627	273	222	139	690	306	503	457	318	139	586	238	445	396	308	95	128	63^	223	130
209 99 A 2										C	7.3	13	647	1627	273	222	139	690	306	503	457	318	139	586	238	445	396	308	95	128	63^	223	130
9.00 - 9.30										A	7.1	13	629	1695	247	202	124	642	299	468	408	276	121	568	223	445	412	309	73^	172	99^	315	181
9.30 - 10.00										A	6.7	12	594	1653	251	207	134	661	309	495	453	302	112	578	209	451	418	342	76^	143	72^	271	148
MIAMI VICE										A	16.2	29	1435	1730	305	247	77	749	298	486	448	340	219	655	271	450	430	305	160	137	64	190	86
FRI 9.00P 60 NBC 1										B	16.2	29	1435	1730	305	247	77	749	298	486	448	340	219	655	271	450	430	305	160	137	64	190	86
209 99 OP 1										C	16.2	29	1435	1730	305	247	77	749	298	486	448	340	219	655	271	450	430	305	160	137	64	190	86
9.00 - 9.30										A	15.7	28	1391	1756	305	252	77	761	307	499	451	341	223	646	270	449	430	298	154	130	58	219	103
9.30 - 10.00										A	16.7	30	1480	1707	305	243	76	737	289	474	444	340	216	663	272	452	431	311	166	143	70	163	69
MR. PRESIDENT										A	2.6	4	230	1701	425	390	128^	769	447	597	573	238^	127^	554	228^	420	433	253^	120^	195^	61^	183^	113^
SUN 9.30P 30 FOX 1										B	2.6	4	230	1701	425	390	128^	769	447	597	573	238^	127^	554	228^	420	433	253^	120^	195^	61^	183^	113^
114 85 CS 1										C	2.6	4	230	1701	425	390	128^	769	447	597	573	238^	127^	554	228^	420	433	253^	120^	195^	61^	183^	113^
MOONLIGHTING(R)										A	18.3	32	1621	1586	364	329	112	817	407	627	510	328	157	483	261	405	341	187	56	140	80	146	94
TUE 10.00P 60 ABC 4										B	17.3	29	1533	1655	382	339	118	804	394	614	509	329	150	468	247	369	297	180	76	190	109	192	120
216 99 PD 4										C	17.3	29	1533	1655	382	339	118	804	394	614	509	329	150	468	247	369	297	180	76	190	109	192	120
10.00 - 10.30										A	18.9	32	1675	1608	358	319	103	809	415	621	502	312	154	472	257	396	339	184	53	156	92	171	107
10.30 - 11.00										A	17.8	32	1577	1554	369	337	121	821	397	630	515	343	159	491	263	412	342	191	58	122	67	119	81
MURDER, SHE WROTE										A	20.4	32	1807	1601	273	163	49	869	115	298	333	426	508	604	112	252	269	314	316	67	33^	62	37
SUN 8.00P 60 CBS 2										B	19.7	31	1745	1564	296	190	45	860	130	302	331	420	498	581	91	219	243	299	321	63	32	60	39
210 99 SM 2										C	19.7	31	1745	1564	296	190	45	860	130	302	331	420	498	581	91	219	243	299	321	63	32	60	39
8.00 - 8.30										A	19.8	32	1754	1595	267	153	49	861	111	283	322	417	515	613	114	257	271	315	325	66	31^	55	31^
8.30 - 9.00										A	20.9	32	1852	1614	280	174	49	881	120	314	345	436	504	598	110	249	269	314	309	67	34^	68	43
MY TWO DAD'S										A	18.1	28	1604	1843	395	350	98	767	386	595	505	316	115	563	281	435	352	242	87	237	129	275	177
SUN 8.30P 30 NBC 2										B	18.8	29	1666	1872	381	338	88	787	373	588	495	321	148	578	273	441	382	257	98	232	128	276	187
207 99 CS 2										C	18.8	29	1666	1872	381	338	88	787	373	588	495	321	148	578	273	441	382	257	98	232	128	276	187
NBC MONDAY NIGHT MOVIES										A	13.4	22	1187	1525	308	247	84	793	265	463	416	374	287	427	149	267	251	207	131	160	100	145	104
MON 9.00P 113 NBC 1										B	13.4	22	1187	1525	308	247	84	793	265	463	416	374	287	427	149	267	251	207	131	160	100	145	104
199 99 FF 1										C	13.4	22	1187	1525	308	247	84	793	265	463	416	374	287	427	149	267	251	207	131	160	100	145	104
IF IT'S TUE, IT MUST BE BELGIUM										A	13.9	22	1232	1522	309	255	88	774	261	463	421	363	269	405	153	261	245	186	120	166	105	177	123
9.00 - 9.30										A	13.8	22	1223	1536	299	239	97	795	271	456	412	371	294	428	147	266	250	210	132	173	114	140	107
9.30 - 10.00										A	13.1	21	1161	1534	310	244	74	800	255	459	416	389	294	438	151	271	256	220	134	162	96	134	95
10.00 - 10.30										A	12.6	22	1116	1502	314	249	71	810	276	480	416	375	291	441	146	273	256	217	140	128	80	124	86
10.30 - 11.00																																	
NBC SUNDAY NIGHT MOVIE										A	16.5	27	1462	1779	262	242	88	605	314	476	407	230	94	799	429	661	547	332	99	221	95	153	108
CONT'D																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN					
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	2- 11	6- 11		
EVENING CONT'D																														
NBC SUNDAY NIGHT MOVIE-CONT'D						1	B	16.5	27	1462	1779	262	242	88	605	314	476	407	230	94	799	429	661	547	332	99	221	95	153	108
SUN	9.00P	120	NBC	FF	C		16.5	27	1462	1779	262	242	88	605	314	476	407	230	94	799	429	661	547	332	99	221	95	153	108	
THE TERMINATOR							A	15.4	24	1364	1810	270	241	65	626	309	469	402	244	117	749	397	609	510	316	98	229	96	205	150
9.00 - 9.30							A	16.3	26	1444	1816	281	260	72	621	314	492	420	247	94	801	441	670	548	325	94	222	92	172	118
9.30 - 10.00							A	17.6	30	1559	1771	259	246	95	597	319	483	408	224	83	818	438	684	566	340	94	227	101	129	96
10.00 - 10.30							A	16.7	31	1480	1722	238	224	116	579	314	457	398	206	84	824	436	677	560	344	108	206	92	113	75
10.30 - 11.00						2	A	19.1	30	1692	1585	404	326	102	869	316	517	489	367	288	499	174	304	286	240	171	103	53	114	83
NEW HART							B	17.7	27	1564	1558	395	316	120	871	317	522	495	374	286	467	172	293	277	222	149	96	53	123	82
MON	9.00P	30	CBS	CS	C		17.7	27	1564	1558	395	316	120	871	317	522	495	374	286	467	172	293	277	222	149	96	53	123	82	
210 99						2	A	18.7	34	1657	1531	205	175	46	475	171	293	280	222	145	871	335	558	510	402	246	102	30^	83	51
NFL MONDAY NIGHT FOOTBALL							B	20.8	37	1843	1592	224	190	55	505	186	325	306	238	144	883	340	573	533	416	242	112	27	92	54
MON	9.00P	199	ABC	SE	C		20.8	37	1843	1592	224	190	55	505	186	325	306	238	144	883	340	573	533	416	242	112	27	92	54	
214 99						2	A	18.6	29	1648	1595	213	176	39	527	185	304	305	236	180	838	321	502	480	359	262	114	43	116	75
NEW ENGLAND VS NY JETS																														
9.00 - 9.30																														
9.30 - 10.00						A	22.0	35	1949	1535	179	153	47	474	172	284	278	208	157	856	312	524	495	398	264	116	31^	89	57	
10.00 - 10.30						A	22.5	36	1994	1536	195	166	60	465	178	295	279	210	134	877	324	570	532	420	245	110	29^	83	51	
10.30 - 11.00						A	19.9	34	1763	1525	192	166	58	460	172	296	276	216	129	888	338	583	523	415	245	95	26^	82	51	
11.00 - 11.30						A	17.1	33	1515	1485	223	187	39^	446	161	277	268	220	125	874	340	569	505	414	242	98	27^	68	41^	
11.30 - 12.00						A	15.2	36	1347	1484	217	189	28^	455	153	280	261	223	143	889	364	588	519	406	234	80	24^	60	36^	
12.00 - 12.30						A	13.9	39	1232	1542	245	220	38^	510	169	324	303	268	152	885	375	602	515	397	209	85	31^	63	35^	
NIGHT COURT						2	A	24.9	40	2206	1649	364	303	102	847	332	545	489	388	247	586	238	410	374	265	148	129	70	87	49
THU							B	21.7	35	1923	1624	365	297	95	832	305	518	480	385	256	579	235	388	353	251	160	118	58	95	65
206 99							C	21.7	35	1923	1624	365	297	95	832	305	518	480	385	256	579	235	388	353	251	160	118	58	95	65
OLDEST ROOKIE						2	A	10.4	18	921	1489	227	141	55^	745	164	333	344	390	343	601	180	305	309	257	252	52^	9^	91	47^
WED							B	12.3	21	1085	1556	251	185	81	752	208	399	389	370	296	584	189	326	323	264	216	81	31^	139	79
210 99							C	12.3	21	1085	1556	251	185	81	752	208	399	389	370	296	584	189	326	323	264	216	81	31^	139	79
8.00 - 8.30							A	10.5	18	930	1476	221	139	64^	738	165	320	329	373	350	588	174	297	301	246	251	50^	8^	101	51^
8.30 - 9.00						A	10.3	17	913	1503	232	143	46^	753	162	347	360	408	336	615	186	313	318	268	254	55^	10^	80	43^	
OLYMPIC DIARY-MON						2	A	13.0	21	1152	1629	258	202	56	728	198	374	370	380	296	661	222	408	391	339	199	129	65	110	62
MON							B	11.4	19	1006	1653	250	205	45^	647	194	360	350	332	244	764	295	507	474	360	208	117	46	124	72
183 93							C	11.4	19	1006	1653	250	205	45^	647	194	360	350	332	244	764	295	507	474	360	208	117	46	124	72
OLYMPIC DIARY-TUE						2	A	17.9	32	1586	1559	383	348	124	832	416	642	518	339	156	484	270	412	340	183	49	126	71	117	80
TUE							B	16.1	29	1426	1548	338	293	116	824	374	589	493	349	200	518	249	396	332	204	97	98	52	108	73
216 99							C	16.1	29	1426	1548	338	293	116	824	374	589	493	349	200	518	249	396	332	204	97	98	52	108	73
OLYMPIC DIARY-WED						2	A	16.5	29	1462	1653	362	298	85	870	307	512	468	380	315	476	199	319	289	208	131	127	81	180	128
CONT'D																														

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
													TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
													PERS (2+)	WOMEN 18+	18-49 W/CH 49 <3	18-49 W/CH 49 <3	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	12- 17	TOT. 2- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C										HOUSEHOLD AUDIENCES K E Y AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
												TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN						
												PERS	WOMEN	18-49	18- W/CH	18-	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
												(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING CONT'D																																		
RAGS TO RICHES										A	11.2	21	992	1771	257	205	52^	747	291	482	401	327	234	476	190	313	306	214	128	171	107	378	210	
FRI 8.00P 60 NBC 2										B	11.4	21	1010	1752	305	230	45	795	257	447	430	378	288	451	143	268	264	229	147	153	100	352	225	
202 99 CS 2										C	11.4	21	1010	1752	305	230	45	795	257	447	430	378	288	451	143	268	264	229	147	153	100	352	225	
8.00 - 8.30										A	10.6	20	939	1726	246	188	38^	749	289	470	390	321	246	476	181	298	294	210	142	161	110	340	192	
8.30 - 9.00										A	11.7	21	1037	1828	269	221	66	752	295	497	414	335	224	480	199	330	320	219	116	181	105	415	229	
ST. ELSEWHERE										A	13.4	23	1187	1536	322	254	130	823	328	518	482	366	249	495	188	336	305	231	140	125	78	93	46^	
WED 10.00P 60 NBC 2										B	15.2	26	1347	1506	329	270	129	861	347	544	500	372	262	472	192	316	303	207	132	96	61	77	40	
205 99 GD 2										C	15.2	26	1347	1506	329	270	129	861	347	544	500	372	262	472	192	316	303	207	132	96	61	77	40	
10.00 - 10.30										A	13.4	22	1187	1537	315	244	122	813	313	507	473	371	253	488	174	326	296	235	142	136	84	100	52^	
10.30 - 11.00										A	13.4	24	1187	1534	329	265	138	832	343	530	491	361	246	503	203	347	313	226	138	113	72	87	40^	
SECOND CHANCE										A	1.8	3	159	1717	260^	215^	48v	659	276^	523	513	320^	97v	766	431	640	427	302^	93v	127^	6v	164^	157^	
SAT 9.00P 30 FOX 1										B	1.8	3	159	1717	260^	215^	48v	659	276^	523	513	320^	97v	766	431	640	427	302^	93v	127^	6v	164^	157^	
115 85 CS 1										C	1.8	3	159	1717	260^	215^	48v	659	276^	523	513	320^	97v	766	431	640	427	302^	93v	127^	6v	164^	157^	
60 MINUTES										A	20.0	37	1772	1483	294	201	44	750	138	294	300	350	402	649	145	310	305	331	298	43	26^	41	26^	
SUN 7.00P 60 CBS 2										B	20.3	36	1794	1503	297	198	42	744	143	292	305	348	395	672	144	316	332	351	301	40	20^	46	24^	
210 99 DN 2										C	20.3	36	1794	1503	297	198	42	744	143	292	305	348	395	672	144	316	332	351	301	40	20^	46	24^	
7.00 - 7.30										A	18.8	36	1666	1457	291	200	44	724	136	289	295	341	384	640	143	302	298	323	299	49	38	28^	44	31^
7.30 - 8.00										A	21.3	37	1887	1499	295	201	43	768	139	297	303	356	416	653	146	315	311	337	295	49	38	28^	44	31^
SLAP MAXWELL										A	18.2	30	1613	1751	347	303	94	823	303	542	503	404	226	593	245	432	396	290	127	136	59	199	124	
WED 9.30P 30 ABC 1										B	18.2	30	1613	1751	347	303	94	823	303	542	503	404	226	593	245	432	396	290	127	136	59	199	124	
213 99 CS 1										C	18.2	30	1613	1751	347	303	94	823	303	542	503	404	226	593	245	432	396	290	127	136	59	199	124	
SLEDGE HAMMER										A	7.9	13	700	1631	262	207	65^	626	259	361	321	233	235	587	223	392	371	278	151	144	81^	274	182	
THU 8.00P 30 ABC 2										B	8.0	13	709	1686	249	201	88	684	245	383	347	295	264	614	230	404	370	302	165	134	69	254	179	
210 98 CS 2										C	8.0	13	709	1686	249	201	88	684	245	383	347	295	264	614	230	404	370	302	165	134	69	254	179	
SPECIAL MOVIE PRESENT.-CBS(S)										A	13.2	22	1170	1487	303	239	74	792	221	482	469	429	253	530	130	288	304	316	187	87	44^	78	38^	
TUE 9.00P 120 CBS 99 FF																																		
ANGEL IN GREEN										A	11.3	17	1001	1500	274	218	84	755	200	440	448	418	252	548	130	282	325	328	207	86	41^	112	55^	
9.00 - 9.30										A	13.0	20	1152	1504	316	261	80	793	237	504	492	425	224	533	125	288	304	322	190	89	44^	89	41^	
9.30 - 10.00										A	14.5	24	1285	1481	315	246	68	803	228	486	463	427	266	514	127	277	290	306	177	95	50	69	33^	
10.00 - 10.30										A	14.1	26	1249	1458	299	228	64	805	214	486	468	439	267	526	137	299	299	309	176	78	39^	50^	26^	
10.30 - 11.00																																		
SPECIAL MOVIE PRESENT.-CBS(S)										A	16.6	31	1471	1636	224	139	48	731	128	297	349	373	369	708	154	336	367	396	306	68	21^	129	82	
SAT 8.00P 120 CBS 208 99 FF																																		
GUNSMOKE: RETURN TO DOODGE										A	15.5	30	1373	1571	213	122	51	727	127	277	326	359	386	671	133	301	332	374	310	58	8v	115	74	
8.00 - 8.30																																		
CONT'D																																		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF						KEY Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									TOTAL PERS (2+)	WORKING WOMEN 18- 18+ 49	LOH 18-49 W/CH 49 <3		18- TOTAL	18- 34	18- 49	25- 54	35- 64 55+	18- TOTAL	18- 34	18- 49	25- 54	35- 64 55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									</

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET	NO. OF T/C	#STNS	CVG%	TYPE	AVG. AUD. %	SH %		AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN								
												PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-	
EVENING CONT'D																																				
UNSOLVED MYSTERIES SPEC.-CONT'D																																				
THU	10.00P	60	NBC																																	
	207	99	SM																																	
	10.00 - 10.30										A	18.6	32	1648	1558	328	261	72	803	258	481	438	413	274	613	208	370	338	292	208	82	37^	61	32^		
	10.30 - 11.00										A	17.2	31	1524	1514	311	238	63	778	235	452	428	401	275	614	196	364	345	304	212	72	34^	49	23^		
VALERIE'S FAMILY																																				
MON	8.30P	30	NBC	1							A	16.3	26	1444	1837	320	276	98	723	304	497	440	299	190	397	190	301	268	163	78	294	157	422	286		
	204	99	CS	1							B	16.3	26	1444	1837	320	276	98	723	304	497	440	299	190	397	190	301	268	163	78	294	157	422	286		
											C	16.3	26	1444	1837	320	276	98	723	304	497	440	299	190	397	190	301	268	163	78	294	157	422	286		
WEREWOLF																																				
SAT	8.00P	30	FOX	1							A	2.8	5	248	1821	419	398	9^	688	297	555	468	335	104^	602	329	438	377	267	72^	337	161^	194^	154^		
	115	85	SM	1							B	2.8	5	248	1821	419	398	9^	688	297	555	468	335	104^	602	329	438	377	267	72^	337	161^	194^	154^		
											C	2.8	5	248	1821	419	398	9^	688	297	555	468	335	104^	602	329	438	377	267	72^	337	161^	194^	154^		
WHO'S THE BOSS?																																				
TUE	8.00P	30	ABC	1							A	23.4	39	2073	1807	370	325	92	784	379	563	466	296	173	448	250	348	279	160	77	232	127	343	232		
	220	99	CS	1							B	23.4	39	2073	1807	370	325	92	784	379	563	466	296	173	448	250	348	279	160	77	232	127	343	232		
											C	23.4	39	2073	1807	370	325	92	784	379	563	466	296	173	448	250	348	279	160	77	232	127	343	232		
WISEGUY																																				
THU	9.00P	60	CBS	1							A	12.1	19	1072	1557	277	189	59^	773	212	394	379	349	333	637	202	374	371	318	224	62	31^	85	39^		
											B	12.1	19	1072	1557	277	189	59^	773	212	394	379	349	333	637	202	374	371	318	224	62	31^	85	39^		
	209	99	OP	1							C	12.1	19	1072	1557	277	189	59^	773	212	394	379	349	333	637	202	374	371	318	224	62	31^	85	39^		
	9.00 - 9.30										A	11.8	18	1045	1573	263	182	61	751	206	380	359	335	329	662	215	369	368	324	234	63	35^	96	43^		
	9.30 - 10.00										A	12.5	20	1108	1529	287	195	56^	787	216	404	394	359	334	609	188	356	353	310	213	60	26^	73	35^		

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	WORKING WOMEN 18- 18+ 49	W O M E N						M E N						T E E N S			C H I L D R E N				
										TOTAL	18- 34	18- 49	25- 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	25- 54	35- 64	35- 55+	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 2- 6	MALE 5- 11	FEM. 6- 11		
EARLY EVENING NEWS																													
ABC WORLD NEWS TONIGHT	MON-FRI	6.30P	30	ABC	20	A	9.6	20	851	223	154	745	150	301	297	346	398	545	144	248	269	227	245	20^	22^	28^	41	18^	24^
		207	98	N	20	B	9.4	20	831	226	162	743	150	312	304	357	392	560	145	253	268	241	254	22^	29^	30^	40	19^	26^
						C	9.4	20	831	226	162	743	150	312	304	357	392	560	145	253	268	241	254	22^	29^	30^	40	19^	26^
ABC WRLD NEWS TONIGHT-SUN	SUN	6.30P	30	ABC	4	A	5.5	13	487	178	125^	622	143	258	249	289	338	628	197	353	341	273	233	26^	23^	23^	69^	69^	30^
		162	87	N	4	B	5.8	13	514	206	152	690	128	260	254	317	396	650	185	307	298	272	298	20^	37^	34^	33^	27^	29^
						C	5.8	13	514	206	152	690	128	260	254	317	396	650	185	307	298	272	298	20^	37^	34^	33^	27^	29^
CBS EVENING NEWS-RATHER	MON-FRI	6.30P	30	CBS	5	A	10.5	22	932	224	138	753	120	260	296	344	432	533	101	201	209	243	298	18^	19^	25^	31^	16^	16^
		210	99	N	5	B	10.5	22	932	224	138	753	120	260	296	344	432	533	101	201	209	243	298	18^	19^	25^	31^	16^	16^
						C	10.5	22	932	224	138	753	120	260	296	344	432	533	101	201	209	243	298	18^	19^	25^	31^	16^	16^
CBS EVENING NEWS-SUNDAY	SUN	6.00P	30	CBS	1	A	6.5	16	576	206	83^	690	102^	173	222	265	451	536	128	213	205	243	290	29^	21^	39^	17^	2^	2^
		180	87	N	1	B	6.5	16	576	206	83^	690	102^	173	222	265	451	536	128	213	205	243	290	29^	21^	39^	17^	2^	2^
						C	6.5	16	576	206	83^	690	102^	173	222	265	451	536	128	213	205	243	290	29^	21^	39^	17^	2^	2^
CBS SAT. NEWS-SCHIEFFER	SAT	6.30P	30	CBS	1	A	6.5	16	576	159	75^	661	141	192	190	229	428	616	183	270	253	266	314	70^	20^	75^	38^	23^	8^
		170	89	N	1	B	6.5	16	576	159	75^	661	141	192	190	229	428	616	183	270	253	266	314	70^	20^	75^	38^	23^	8^
						C	6.5	16	576	159	75^	661	141	192	190	229	428	616	183	270	253	266	314	70^	20^	75^	38^	23^	8^
NBC NIGHTLY NEWS						A	9.5	20	843	198	124	766	105	245	280	349	450	579	142	242	249	228	295	26^	22^	19^	25^	21^	22^
MON-FRI 6.30P 30 99 NBC N 20 20																													
NBC NIGHTLY NEWS-SAT.	SAT	6.30P	30	NBC	4	A	7.0	17	620	150	101^	748	87^	201	225	244	491	543	82^	208	221	202	309	16^	19^	17^	57^	12^	<<
		161	88	N	4	B	7.7	18	680	157	101	797	115	231	248	294	502	547	105	201	210	214	308	20^	21^	18^	38^	18^	18^
						C	7.7	18	680	157	101	797	115	231	248	294	502	547	105	201	210	214	308	20^	21^	18^	38^	18^	18^
NBC NIGHTLY NEWS-SUN	SUN	6.30P	30	NBC	3	A	7.4	17	656	228	133	691	102	204	245	280	402	647	176	299	275	253	310	30^	32^	14^	41^	35^	16^
		185	91	N	3	B	6.8	15	602	222	143	767	133	269	298	341	419	618	179	298	270	250	281	30^	25^	25^	31^	21^	23^
						C	6.8	15	602	222	143	767	133	269	298	341	419	618	179	298	270	250	281	30^	25^	25^	31^	21^	23^
OLYMPIC DIARY-SUN	SUN	6.58P	1	ABC	3	A	5.3	12	470	206	151	632	154	310	319	327	291	673	267	423	381	278	217	19^	<<	<<	115^	82^	65^
		163	87	N	3	B	5.6	12	496	222	171	693	147	302	298	339	360	593	178	296	290	266	250	23^	40^	34^	53^	39^	27^
						C	5.6	12	496	222	171	693	147	302	298	339	360	593	178	296	290	266	250	23^	40^	34^	53^	39^	27^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0.000	PERS	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17		
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	5.6	18	498	1432	240	187	180	57^	707	219	404	390	433	402	52^	576	166	337	325	371	342	18v	33^
WED 11.30P 30 ABC 15					B	5.4	17	474	1380	228	168	166	69	697	174	350	335	394	352	50^	561	143	292	277	328	307	26^	27^
207 98 N 15					C	5.4	17	474	1380	228	168	166	69	697	174	350	335	394	352	50^	561	143	292	277	328	307	26^	27^
THU 11.37P 32																												
FRI 11.30P 31																												
11.30 - 12.00					A	5.8	18	511	1433	242	189	183	57^	709	224	405	390	434	403	51^	567	161	329	316	361	334	19^	34^
12.00 - 12.30					A	4.5	17	394	1395	218	170	145	48^	670	159	392	378	412	384	62^	662	212	422	412	469	421	7v	23v
ABC NEWS:NIGHTLINE-MON.					A	4.3	25	381	1345	254	236	212	103^	524	194	362	317	347	303	89^	762	331	540	525	571	508	13v	15v
MON 1.03A 30 ABC 4					B	4.1	21	366	1302	227	191	155	78^	535	167	301	285	324	269	87	695	278	462	443	496	445	41^	6v
206 97 N 4					C	4.1	21	366	1302	227	191	155	78^	535	167	301	285	324	269	87	695	278	462	443	496	445	41^	6v
1.00 - 1.30					A	4.3	25	381	1367	258	239	216	103^	532	198	370	325	355	311	90^	776	334	549	535	581	517	13v	15v
1.30 - 2.00					A	3.6	24	319	1368	259	242	209	121^	539	193^	348	294	326	276	97^	766	356	542	525	574	509	15v	17v
ABC NEWS:NIGHTLINE-WED					A	4.3	20	381	1336	188	123^	127^	81^	683	203	324	298	329	303	29v	506	110^	266	252	283	267	<<	28v
WED 12.00M 40 ABC 1					B	4.3	20	381	1336	188	123^	127^	81^	683	203	324	298	329	303	29v	506	110^	266	252	283	267	<<	28v
203 97 N 1					C	4.3	20	381	1336	188	123^	127^	81^	683	203	324	298	329	303	29v	506	110^	266	252	283	267	<<	28v
12.00 - 12.30					A	4.5	20	399	1338	195	130^	135^	77^	687	206	330	305	336	311	33v	507	114^	270	257	287	267	<<	27v
12.30 - 1.00					A	3.7	20	320	1327	162^	96^	101^	92^	671	191^	303	272	302	273	15v	501	95^	251	238	267	207	<<	37v
ABC NEWS:SPECIAL(S)					A	3.6	17	319	1423	247	217	219	84^	729	232	431	395	447	419	35v	497	113^	282	265	283	268	23v	44v
TUE 11.30P 120 ABC N																												
205 98 N																												
CAPITAL TO CAPITAL																												
11.30 - 12.00					A	6.1	20	540	1406	250	221	218	68^	705	212	403	379	429	399	40^	519	126	297	279	294	279	23v	36v
12.00 - 12.30					A	4.0	18	354	1401	267	233	234	84^	736	231	430	399	453	417	27v	488	112^	273	251	266	261	17v	39v
12.30 - 1.00					A	2.7	16	239	1395	228^	203^	204^	99^	730	238^	424	379	428	398	30v	467	99^	259^	238^	259^	250^	24v	47v
1.00 - 1.30					A	1.7	12	151	1496	198^	171^	198^	108v	752	280^	516	444	501	501	44v	461	82v	272^	272^	306^	262^	36v	74v
ABC WEEKEND REPORT-SAT.					A	1.8	6	159	1387	312^	161^	181^	74v	654	121^	302^	302^	383^	309^	60v	428	62v	307^	305^	332^	311^	36v	29v
SAT 11.30P 15 ABC 4					B	2.1	6	184	1518	372	291	275	80^	771	242	439	430	480	416	61^	530	126^	303	302	373	328	16v	49v
136 74 N 4					C	2.1	6	184	1518	372	291	275	80^	771	242	439	430	480	416	61^	530	126^	303	302	373	328	16v	49v
ABC WEEKEND REPORT-SUN.					A	2.3	9	204	1423	323	308^	229^	79v	692	199^	442	442	444	365	60v	586	235^	397	397	464	433	33v	<<
SUN 11.30P 15 ABC 3					B	1.8	8	162	1489	264	236	202^	73^	683	172^	401	401	414	352	59^	611	179^	392	390	441	408	26v	24v
145 79 N 3					C	1.8	8	162	1489	264	236	202^	73^	683	172^	401	401	414	352	59^	611	179^	392	390	441	408	26v	24v
CBS LATE NIGHT I					A	3.6	15	319	1387	238	197	203	119	743	213	402	366	418	372	68^	527	184	344	304	360	338	25^	48^
MON 11.30P 65 CBS 4					B	3.6	15	319	1387	238	197	203	119	743	213	402	366	418	372	68^	527	184	344	304	360	338	25^	48^
177 86 FF 4					C	3.6	15	319	1387	238	197	203	119	743	213	402	366	418	372	68^	527	184	344	304	360	338	25^	48^
TUE&THU 11.30P 66																												
WED 11.30P 67																												
11.30 - 12.00					A	3.9	13	343	1399	249	208	211	129	735	215	414	377	430	380	77^	535	191	359	318	377	351	28^	58^
CONT'D																												

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
										TOTAL PERS		WORKING WOMEN		W O M E N						M E N						T E E N S MALE FEM.		
														15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	12-	12-	
LATE FRINGE CONT'D																												
CBS LATE NIGHT I-CONT'D																												
	12.00 - 12.30				A	3.4	16	301	1374	228	185	193	111	749	212	391	355	407	364	60^	516	176	328	290	344	326	22v	41^
	12.30 - 1.00				A	3.3	18	293	1343	221	184	196	95^	729	201	380	345	395	355	64^	516	179	324	279	328	314	25v	20v
CBS LATE NIGHT II																												
MON	12.35A	53	CBS	5	A	2.3	14	205	1361	246	205	218	116^	712	229	396	361	426	390	113^	517	232	362	315	359	300	17v	49^
	173	85	FF	5	B	2.3	14	205	1361	246	205	218	116^	712	229	396	361	426	390	113^	517	232	362	315	359	300	17v	49^
					C	2.3	14	205	1361	246	205	218	116^	712	229	396	361	426	390	113^	517	232	362	315	359	300	17v	49^
TUE	12.36A	47																										
WED	12.37A	43																										
THU	12.36A	44																										
FRI	12.30A	55																										
	12.30 - 1.00				A	2.4	14	214	1357	237	198	211	113^	714	219	390	353	420	385	99^	510	223	353	301	347	306	20v	45^
	1.00 - 1.30				A	2.2	15	195	1357	257	211	224	118^	704	239	402	367	431	395	129^	521	240	370	329	372	290	13v	53^
CBS NEWS NIGHTWATCH-1																												
M-THSU	2.00A	30	CBS	5	A	0.8	9	71	1117	144^	119v	126^	77v	649	201^	292^	250^	310^	294^	89v	392^	126^	221^	184^	186^	135^	<<	18v
	58	54	N	5	B	0.8	9	71	1117	144^	119v	126^	77v	649	201^	292^	250^	310^	294^	89v	392^	126^	221^	184^	186^	135^	<<	18v
					C	0.8	9	71	1117	144^	119v	126^	77v	649	201^	292^	250^	310^	294^	89v	392^	126^	221^	184^	186^	135^	<<	18v
CBS NEWS NIGHTWATCH-2																												
					A	0.8	12	74	1151	224^	189^	197^	69v	695	258^	352^	331^	400^	379^	55v	365^	98v	239^	214^	214^	188^	<<	28v
M-THSU																												
	2.30A	30	CBS	5	B	0.8	12	74	1151	224^	189^	197^	69v	695	258^	352^	331^	400^	379^	55v	365^	98v	239^	214^	214^	188^	<<	28v
	73	68	N	5	C	0.8	12	74	1151	224^	189^	197^	69v	695	258^	352^	331^	400^	379^	55v	365^	98v	239^	214^	214^	188^	<<	28v
CBS NEWS NIGHTWATCH-3																												
M-THSU	3.00A	180	CBS	5	A	0.8	16	69	1105	304^	211^	249^	57v	680	204^	342^	336^	416^	377^	46v	365^	91v	214^	204^	205^	170^	<<	12v
	99	80	N	5	B	0.8	16	69	1105	304^	211^	249^	57v	680	204^	342^	336^	416^	377^	46v	365^	91v	214^	204^	205^	170^	<<	12v
					C	0.8	16	69	1105	304^	211^	249^	57v	680	204^	342^	336^	416^	377^	46v	365^	91v	214^	204^	205^	170^	<<	12v
	3.00 - 3.30				A	0.8	14	74	1096	234^	208^	196^	67v	650	248^	349^	334^	374^	333^	35v	382^	109v	258^	258^	258^	223^	<<	11v
	3.30 - 4.00				A	0.8	15	69	1135	259^	234^	215^	60v	703	238^	376^	360^	396^	352^	39v	376^	95v	238^	238^	239^	200^	<<	<<
	4.00 - 4.30				A	0.8	16	67	1200	356^	239^	299^	78v	742	223^	394^	391^	496^	437^	72v	398^	126v	253^	237^	237^	181^	<<	16v
	4.30 - 5.00				A	0.7	17	66	1184	339^	219^	293^	47v	707	189^	352^	352^	458^	426^	52v	415^	102v	227^	211^	218^	182^	<<	16v
	5.00 - 5.30				A	0.7	15	64	1114	338^	214^	285^	49v	677	177^	350^	350^	453^	421^	37v	373^	54v	180^	163^	163^	143^	<<	16v
	5.30 - 6.00				A	0.7	15	66	1047	350^	176^	250^	47v	692	168^	275^	275^	381^	349^	47v	293^	67v	148^	131^	131^	101v	<<	16v
CBS SUNDAY NEWS-OSGOOD																												
SUN	11.00P	15	CBS	1	A	2.9	8	257	1357	300	214^	251	30v	759	91^	313	292	388	379	26v	549	43v	219^	193^	225^	225^	16v	<<
	109	58	N	1	B	2.9	8	257	1357	300	214^	251	30v	759	91^	313	292	388	379	26v	549	43v	219^	193^	225^	225^	16v	<<
					C	2.9	8	257	1357	300	214^	251	30v	759	91^	313	292	388	379	26v	549	43v	219^	193^	225^	225^	16v	<<
DAVID LETTERMAN I																												
MON-FRI	12.30A	30	NBC	15	A	4.0	21	354	1411	275	246	219	121	702	299	489	462	491	423	140	579	328	471	449	471	368	39^	34^
	203	99	GV	15	B	3.9	20	346	1377	278	245	215	118	659	286	450	419	455	401	145	576	305	449	414	448	362	42^	48^
					C	3.9	20	346	1377	278	245	215	118	659	286	450	419	455	401	145	576	305	449	414	448	362	42^	48^
DAVID LETTERMAN II																												
MON-FRI	1.00A	30	NBC	15	A	3.2	21	285	1427	265	239	212	152	696	333	498	454	489	412	177	595	387	504	473	495	370	48^	35^
	204	99	GV	15	B	3.2	21	281	1361	271	240	206	134	642	300	446	410	445	384	164	580	339	461	419	456	358	44^	46^
					C	3.2	21	281	1361	271	240	206	134	642	300	446	410	445	384	164	580	339	461	419	456	358	44^	46^
FRIDAY NIGHT VIDEOS CONT'D																												
					A	2.8	21	248	1421	212^	180^	176^	159^	541	267	417	318	365	327	151^	522	306	422	404	459	393	146^	91^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF T/C										HOUSEHOLD AUDIENCES K E Y AVG. AUD. % SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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												(2+)	18+	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

SEP 21 27, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN				W O M E N						M E N						T E E N S						
									18- (2+)		18+ 18+	25- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17		
LATE FRINGE CONT'D																															
TOP OF THE POPS-CONT'D																															
FRI	11.30P	60	CBS	1	B	2.2	8	195	1554	290^	198^	200^	119^	640	172^	372	351	408	365	109^	580	283^	462	403	438	393	64v	83v			
	165	82	GV	1	C	2.2	8	195	1554	290^	198^	200^	119^	640	172^	372	351	408	365	109^	580	283^	462	403	438	393	64v	83v			
	11.30 - 12.00				A	2.5	8	222	1510	293	207^	212^	112^	632	163^	366	341	398	359	61v	543	236^	418	387	423	395	61v	89^			
	12.00 - 12.30				A	2.0	8	177	1532	271^	176^	176^	120^	618	174^	362	346^	401	355^	164^	598	328^	495	401	434	372	64v	70v			

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SEP.21-27, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR	NET	OF	NO. T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
									18-49		WOMEN	18- W/CH	18- 18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	18- 12-	18- 12-	2- 2-	2- 2-	6- 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								LOH WORKING		W O M E N						M E N		T E E N S			C H I L D R E N									
								18-49 W/CH	WOMEN 18-49	15-24	TOTAL	18-34	18-49	18-49	25-54	25-64	35-55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-11	FEM. 2-11	TOT. 2-5	TOT. 6-11				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000																							
MONDAY-FRIDAY DAYTIME																														
ABC AFTERSCHOOL SPECIAL(S)					A	5.7	18	505	89^	198	186	159	737	326	452	328	361	268	253	264	84^	28v	72^	63^	43^	92^	67^	67^		
WED 4.00P 60 ABC					A	5.4	18	478	89^	220	205	159	759	346	473	349	378	260	257	249	78^	28v	62^	63^	34v	74^	59^	49^		
169 87 FV					A	5.9	17	523	90^	182	171	161	729	313	440	315	351	280	253	282	90^	28v	83^	63^	52^	109^	76^	85^		
4.00 - 4.30																														
4.30 - 5.00																														
ABC DAYTIME NEWSBRIEF-M-F					A	7.5	27	662	122	223	201	152	899	389	580	443	501	348	261	214	90	16^	29^	19^	43^	47^	64	26^		
MTWTF 2.58P 1 ABC 18					B	7.3	27	646	128	222	200	159	883	383	567	439	495	339	260	223	92	22^	53	34^	42	50	56	36^		
210 98 N 18					C	7.3	27	646	128	222	200	159	883	383	567	439	495	339	260	223	92	22^	53	34^	42	50	56	36^		
TUE 2.56P 3																														
WED 2.57P 2																														
ALL MY CHILDREN					A	7.5	27	667	131	236	206	149	862	370	548	422	483	365	253	252	103	5v	34^	25^	47^	32^	59	20^		
MW-F 1.00P 60 ABC 18					B	7.5	27	663	132	234	206	149	853	368	545	420	478	345	250	251	87	14^	42	29^	45	41	55	31^		
216 99 DD 18					C	7.5	27	663	132	234	206	149	853	368	545	420	478	345	250	251	87	14^	42	29^	45	41	55	31^		
TUE 1.00P 18																														
& 1.37P 23																														
1.00 - 1.30					A	7.1	25	625	131	241	208	150	866	379	554	426	487	366	251	247	102	2v	35^	23^	44^	30^	54^	20^		
1.30 - 2.00																														
AMERICAN TREASURY					A	6.0	29	710	130	231	203	147	855	362	541	417	478	363	253	255	103	7v	34^	25v	49	34^	64	20^		
MW 3.58P 1 CBS 3					B	3.4	12	304	72^	97^	75^	118	913	221	426	332	384	383	435	225	130	7v	52^	25v	33^	30v	12v	52^		
193 88 DD 3					C	3.4	12	304	72^	97^	75^	118	913	221	426	332	384	383	435	225	130	7v	52^	25v	33^	30v	12v	52^		
ANOTHER WORLD					A	4.6	17	411	82	212	173	109	875	240	484	390	459	436	322	314	123	21^	29^	35^	30^	28^	38^	20v		
MTWTF 2.00P 60 NBC 17					B	4.6	17	409	83	225	192	118	879	261	503	392	457	418	311	259	95	21^	51^	44^	24^	29^	36^	17^		
202 98 DC 17					C	4.6	17	409	84	225	192	118	879	261	503	392	457	418	311	259	95	21^	51^	44^	24^	29^	36^	17^		
WED 2.11P 49																														
2.00 - 2.30					A	4.6	17	412	84	210	163	105	878	248	486	391	461	432	322	322	128	24^	18v	33^	34^	28^	42v	19v		
2.30 - 3.00					A	4.6	17	406	82^	215	180	113	880	235	487	393	460	443	325	308	120	20v	39^	38v	27^	28^	34	21v		
AS THE WORLD TURNS					A	5.3	20	473	101	106	81	123	925	223	405	297	374	395	444	249	124	14v	23^	29^	47^	11v	33^	25^		
MTWTF 2.00P 60 CBS 5					B	5.3	20	473	101	106	81	123	925	223	405	297	374	395	444	249	124	14v	23^	29^	47^	11v	33^	25^		
208 94 DD 5					C	5.3	20	473	101	106	81	123	925	223	405	297	374	395	444	249	124	14v	23^	29^	47^	11v	33^	25^		
WED 2.16P 44																														
2.00 - 2.30					A	5.3	20	468	101	106	82	127	920	230	402	290	365	382	443	244	120	15v	23^	30^	46^	9v	32v	22^		
2.30 - 3.00					A	5.4	20	480	101	106	80	119	925	215	405	302	380	403	442	252	127	12v	24^	28^	48^	12v	33^	27^		
BOLD AND THE BEAUTIFUL					A	4.1	15	362	94	128	112	107	912	229	413	317	372	388	445	265	137	8v	15v	18v	46v	8v	28^	26v		
MA-F 1.30P 30 CBS 5					B	4.1	15	362	94	128	112	107	912	229	413	317	372	388	445	265	137	8v	15v	18v	46^	8v	28^	26^		
200 94 DD 5					C	4.1	15	362	94	128	112	107	912	229	413	317	372	388	445	265	137	8v	15v	18v	46^	8v	28^	26^		
TUE 1.31P 29																														
CLASSIC CONCENTRATION					A	2.8	13	245	75^	107^	93^	99^	817	213	400	314	337	312	394	305	124^	8v	17v	20v	22v	48^	47^	24v		
CONT'D																														

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N							
									18-49 W/CH	18- 49	15- 24	18- 34	18- 49	25- 34	25- 34	35- 54	TOTAL	55+	12- 17	12- 17	15- 17	2- 11	2- 11	2- 5	6- 11						
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000																							
MONDAY-FRIDAY DAYTIME CONT'D																															
CLASSIC CONCENTRATION-CONT'D																															
MON-FRI	10.30A	30	NBC	20	B	2.8	13	249	67^	141	107	106	778	194	367	288	335	322	364	298	118	16v	40^	35^	35^	49^	43^	42^			
	13B	73	QG	20	C	2.8	13	249	67^	141	107	106	778	194	367	288	335	322	364	298	118	16v	40^	35^	35^	49^	43^	42^			
DAYS OF OUR LIVES																															
MW-F	1.00P	60	NBC	19	A	6.5	24	575	87	191	161	136	880	300	514	396	464	402	299	301	133	23^	36^	39^	38^	28^	49^	18^			
	207	99	DD	19	B	6.4	23	570	93	185	154	163	848	286	498	375	439	392	286	261	98	33^	67	65	31^	37^	47	21^			
	1.00P	21			C	6.4	23	570	93	185	154	163	848	286	498	375	439	392	286	261	98	33^	67	65	31^	37^	47	21^			
	& 1.44P	16																													
	1.00 - 1.30				A	6.3	23	559	88	197	171	132	879	299	514	397	458	397	303	313	140	23^	30^	35^	41^	27^	52^	16^			
	1.30 - 2.00				A	6.7	24	589	86	186	152	140	885	303	516	398	471	409	295	290	127	24^	42^	43^	36^	30^	46^	20^			
DAYS OF OUR LIVES(B)																															
TUE	1.21P	23	NBC		A	2.4	9	213	71v	65v	65v	115^	784	204^	380	329	368	393	364	434	201^	58v	92^	122^	44v	57v	94^	7v			
	78	34	DD																												
	1.00 - 1.30				A	2.4	9	213	71v	79^	79^	105^	799	202^	396	344	389	415	358	413	198^	60v	81^	113^	44v	50v	94^	<<			
	1.30 - 2.00				A	2.4	9	213	71v	57v	57v	122^	774	205^	370	319	355	378	367	448	202^	57v	98^	127^	44v	61v	94^	11v			
GENERAL HOSPITAL																															
					A	8.0	28	705	112	253	217	163	895	389	572	448	509	343	262	202	71	28^	55	50	44^	45^	61	27^			
MON-FRI 3.00P 60 ABC 18																															
	215	99	DD	18	B	7.9	28	701	114	235	205	166	866	365	546	425	489	344	256	221	73	29^	72	57	41	47	51	37			
	3.00 - 3.30				C	7.9	28	701	114	235	205	166	866	365	546	425	489	344	256	221	73	29^	72	57	41	47	51	37			
	3.30 - 4.00				A	7.9	29	702	117	249	214	159	903	397	584	456	518	349	258	200	75	26^	46^	42^	45^	44^	64	25^			
					A	8.0	28	707	107	257	220	167	889	383	562	441	501	338	267	204	67	30^	65	58	43^	46^	59	30^			
GUIDING LIGHT																															
MON-FRI	3.00P	60	CBS	5	A	5.0	18	443	108	120	95	104	911	222	417	324	367	383	451	245	137	4v	22^	12v	45^	27^	31^	41^			
	207	99	DD	5	B	5.0	18	443	108	120	95	104	911	222	417	324	367	383	451	245	137	4v	22^	12v	45^	27^	31^	41^			
	3.00 - 3.30				C	5.0	18	443	108	120	95	104	911	222	417	324	367	383	451	245	137	4v	22^	12v	45^	27^	31^	41^			
	3.30 - 4.00				A	5.1	18	448	118	118	93	115	921	229	427	324	365	388	453	253	137	3v	17v	11v	48^	23^	34^	38^			
					A	4.9	17	438	98	123	96	93	899	215	406	325	369	370	450	236	137	5v	27^	13v	41^	30^	29^	43^			
LOVING																															
MON-FRI	12.30P	30	ABC	18	A	4.4	17	390	137	251	217	153	847	377	562	434	477	354	243	212	76^	6v	38^	28^	41^	39^	53^	27^			
	175	88	DD	18	B	4.3	17	382	142	253	224	165	862	386	587	450	495	360	230	222	75	14v	52^	33^	56^	48^	66^	38^			
					C	4.3	17	382	142	253	224	165	862	386	587	450	495	360	230	222	75	14v	52^	33^	56^	48^	66^	38^			
MAIN STREET I(S)																															
TUE	4.00P	60	NBC		A	2.5	7	222	8v	211^	192^	162^	690	208^	379	278^	342	308	247^	509	128^	59v	116^	113^	70v	51v	28v	93^			
	131	84	"CN																												
	4.00 - 4.30				A	2.5	7	222	15v	189^	186^	173^	693	223^	396	285^	357	335	225^	459	98^	85^	184^	140^	39v	53v	15v	77^			
	4.30 - 5.00				A	2.6	7	230	<<	224^	191^	146^	662	186^	348	260^	316	271^	259^	537	152^	31v	123^	84^	97^	47v	39v	105^			
MR. BELVEDERE-M-F																															
MON	11.40A	20	ABC	14	A	2.5	11	222	99^	236	185	142^	732	310	467	359	404	285	220	279	74^	19v	53^	42^	84^	54^	96^	42^			
	136	68	CS	14	B	2.6	12	228	125	239	204	172	777	368	535	398	431	284	209	274	61^	30^	51^	45^	98^	50^	105^	43^			
	11.30A	30			C	2.6	12	228	125	239	204	172	777	368	535	398	431	284	209	274	61^	30^	51^	45^	98^	50^	105^	43^			

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PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N										M E N		T E E N S			C H I L D R E N			
									18-49	WOMEN																				
									W/CH	18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.					
#STNS	CVG%	TYPE		%	%			<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-			
MONDAY-FRIDAY DAYTIME CONT'D																														
NBC NEWS DIGEST-DAYTIME						A	4.2	15	369	63^	209	178	132	860	236	494	387	439	426	315	318	108	17^	59^	42^	22^	34^	19^	38^	
MWF 2.57P 1 NBC 13						B	3.5	15	312	79^	213	180	130	842	239	477	377	437	407	304	270	87	27^	62^	47^	27^	28^	31^	23^	
189 95 N 13						C	3.5	15	312	79^	213	180	130	842	239	477	377	437	407	304	270	87	27^	62^	47^	27^	28^	31^	23^	
NEW CARD SHARKS						A	2.9	14	259	48^	103^	65^	63^	652	144	240	181	261	332	332	496	283	6^	12^	5^	44^	51^	53^	42^	
MON-FRI 10.30A 30 CBS 5						B	2.9	14	259	48^	103^	65^	63^	652	144	240	181	261	332	332	496	283	6^	12^	5^	44^	51^	53^	42^	
160 75 QP 5						C	2.9	14	259	48^	103^	65^	63^	652	144	240	181	261	332	332	496	283	6^	12^	5^	44^	51^	53^	42^	
NEWSBREAK-11.57						A	4.6	20	404	62^	146	129	52^	767	198	345	294	331	314	384	389	173	14^	1^	9^	23^	47^	44^	27^	
MON-FRI 11.57A 2 CBS 5						B	4.6	20	404	62^	146	129	52^	767	198	345	294	331	314	384	389	173	14^	1^	9^	23^	47^	44^	27^	
177 85 N 5						C	4.6	20	404	62^	146	129	52^	767	198	345	294	331	314	384	389	173	14^	1^	9^	23^	47^	44^	27^	
NEWSBREAK-3.44						A	4.3	15	383	73^	121	93	94	914	208	382	297	343	389	485	241	141	7^	25^	9^	36^	25^	24^	37^	
MTTH 3.43P 1 CBS 5						B	4.3	15	383	73^	121	93	94	914	208	382	297	343	389	485	241	141	7^	25^	9^	36^	25^	24^	37^	
191 91 N 5						C	4.3	15	383	73^	121	93	94	914	208	382	297	343	389	485	241	141	7^	25^	9^	36^	25^	24^	37^	
WED 3.42P 1																														
FRI 3.39P 1																														
ONE LIFE TO LIVE						A	7.7	29	684	121	229	200	161	899	385	574	431	486	365	270	213	93	11^	30^	23^	46^	39^	65	21^	
MON-FRI 2.00P 60 ABC 17						B	7.7	28	678	133	224	198	158	881	376	562	433	489	351	262	222	88	18^	47	34^	43	46	55	34^	
						C	7.7	28	678	133	224	198	158	881	376	562	433	489	351	262	222	88	18^	47	34^	43	46	55	34^	
2.00 - 2.30 99 DD 17						A	7.6	28	673	125	228	198	167	889	380	563	417	471	363	272	216	97	9^	31^	26^	48^	39^	66	21^	
2.30 - 3.00						A	7.8	29	695	117	231	202	156	909	390	585	445	499	368	269	211	90	12^	29^	21^	45^	39^	64	21^	
PRICE IS RIGHT 1						A	4.6	22	405	80	115	78	64^	746	181	299	239	281	310	406	400	233	19^	10^	20^	48^	65^	72^	40^	
TUE-FRI 11.00A 30 CBS 4						B	4.6	22	405	80	115	78	64^	746	181	299	239	281	310	406	400	233	19^	10^	20^	48^	65^	72^	40^	
207 96 AP 4						C	4.6	22	405	80	115	78	64^	746	181	299	239	281	310	406	400	233	19^	10^	20^	48^	65^	72^	40^	
PRICE IS RIGHT 2						A	5.8	26	511	64^	114	90	59^	724	173	299	249	290	300	384	443	231	17^	11^	21^	42^	51^	64^	29^	
MON 11.38A 22 CBS 5						B	5.8	26	511	64^	114	90	59^	724	173	299	249	290	300	384	443	231	17^	11^	21^	42^	51^	64^	29^	
206 96 AP 5						C	5.8	26	511	64^	114	90	59^	724	173	299	249	290	300	384	443	231	17^	11^	21^	42^	51^	64^	29^	
TUE-FRI 11.30A 30																														
RYAN'S HOPE						A	3.2	13	287	137	286	254	176	833	410	594	471	532	333	178	230	62^	15^	71^	66^	64^	39^	65^	38^	
MON-FRI 12.00N 30 ABC 19						B	3.2	13	284	122	280	254	171	852	415	614	489	540	342	187	219	55^	32^	80^	68^	74^	52^	78^	48^	
163 80 DD 19						C	3.2	13	284	122	280	254	171	852	415	614	489	540	342	187	219	55^	32^	80^	68^	74^	52^	78^	48^	
SALE OF THE CENTURY						A	2.6	13	234	62^	140^	125^	57^	793	151	339	300	318	288	437	388	176	6^	28^	25^	24^	50^	51^	23^	
MON-FRI 10.00A 30 NBC 20						B	2.6	12	230	66^	138	115	81^	756	158	346	291	321	295	379	393	170	9^	42^	31^	36^	49^	51^	34^	
142 73 QG 20						C	2.6	12	230	66^	138	115	81^	756	158	346	291	321	295	379	393	170	9^	42^	31^	36^	49^	51^	34^	
SANTA BARBARA						A	4.6	16	404	101	205	162	158	844	259	493	389	464	419	276	284	109	27^	108	77^	26^	44^	37^	33^	
MON-FRI 3.00P 60 NBC 18						B	4.6	16	407	95	220	177	173	839	264	494	380	455	402	271	247	95	33^	111	83	25^	46^	38^	33^	
199 99 DD 18						C	4.6	16	407	95	220	177	173	839	264	494	380	455	402	271	247	95	33^	111	83	25^	46^	38^	33^	
3.00 - 3.30						A	4.4	16	386	96	205	164	162	853	261	499	392	468	428	278	283	108	27^	107	80^	26^	39^	35^	31^	
3.30 - 4.00						A	4.7	16	420	106	206	160	155	840	258	489	388	462	412	277	287	111	26^	109	75^	26^	49^	40^	35^	

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PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N						
DAY	TIME	DUR	NET	NO. OF	AVG.	SH	AVG.	18-49	WOMEN	15-	18-	18-	25-	25-	35-	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.							
	#STNS	CVG%	TYPE	T/C	AUD.	%	AUD.	W/CH	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11		
MONDAY-FRIDAY DAYTIME CONT'D																													
SCRABBLE MON-FRI 12.30P 155 82 QG 13						A	3.6	14	323	76^	125	112	97^	816	209	372	290	316	278	418	363	184	22v	21v	33^	50^	38^	67^	21v
						B	3.3	13	296	83^	123	104	86^	793	207	360	285	322	293	396	336	161	30^	22^	32^	40^	40^	57^	23^
						C	3.3	13	296	83^	123	104	86^	793	207	360	285	322	293	396	336	161	30^	22^	32^	40^	40^	57^	23^
SUPER PASSWORD MON-FRI 12.00N 153 71 QG 20						A	3.1	13	276	104^	101^	93^	78^	716	185	325	259	299	257	350	411	185	21v	15v	26v	44^	46^	69^	21v
						B	3.2	13	285	85^	90	76^	99	710	178	302	237	285	265	360	369	155	22v	57^	48^	41^	58^	67^	31^
						C	3.2	13	285	85^	90	76^	99	710	178	302	237	285	265	360	369	155	22v	57^	48^	41^	58^	67^	31^
\$25,000 PYRAMID MON-FRI 10.00A 166 78 QP 5						A	2.8	14	252	84^	104^	68^	64^	700	176	270	210	295	313	345	422	249	<<	5v	5v	41^	37^	49^	29v
						B	2.8	14	252	84^	104^	68^	64^	700	176	270	210	295	313	345	422	249	<<	5v	5v	41^	37^	49^	29v
						C	2.8	14	252	84^	104^	68^	64^	700	176	270	210	295	313	345	422	249	<<	5v	5v	41^	37^	49^	29v
WHEEL OF FORTUNE TUE-FRI 11.00A 206 99 QG 18						A	5.1	24	450	66^	140	108	72	815	165	312	251	300	302	455	402	202	11v	13v	17v	23^	36^	47^	12v
						B	5.1	24	455	68	152	112	85	796	180	330	264	318	308	413	370	165	11v	29^	25^	28^	45^	49^	24^
						C	5.1	24	455	68	152	112	85	796	180	330	264	318	308	413	370	165	11v	29^	25^	28^	45^	49^	24^
WHO'S THE BOSS? M-F TUE-FRI 11.00A 155 84 ABC CS 18						A	3.4	16	297	145	238	191	138	757	293	517	418	470	348	188	255	66^	34^	55^	49^	89^	59^	82^	65^
						B	3.7	17	329	129	237	205	164	739	330	537	426	469	320	159	246	61^	55^	84	92	99	64^	104	59^
						C	3.7	17	329	129	237	205	164	739	330	537	426	469	320	159	246	61^	55^	84	92	99	64^	104	59^
WIN, LOSE OR DRAW						A	3.2	15	285	113^	148	128	84^	817	212	411	340	384	346	361	326	129	13v	17v	24v	42^	53^	64^	32^
MON 11.43A 185 88 QG 13						B	3.6	16	319	112	159	136	91	811	216	416	337	397	355	336	317	117	14v	23^	23^	39^	60^	71^	29^
						C	3.6	16	319	112	159	136	91	811	216	416	337	397	355	336	317	117	14v	23^	23^	39^	60^	71^	29^
TUE-FRI 11.30A 209 99 DD 5						A	6.8	26	601	90	155	136	118	883	254	441	337	382	374	397	267	135	13v	21^	22^	38^	21^	38^	20^
						B	6.8	26	601	90	155	136	118	883	254	441	337	382	374	397	267	135	13v	21^	22^	38^	21^	38^	20^
						C	6.8	26	601	90	155	136	118	883	254	441	337	382	374	397	267	135	13v	21^	22^	38^	21^	38^	20^
						A	6.8	27	601	84	154	136	113	869	247	434	337	378	373	394	274	139	15^	22^	25^	39^	23^	40^	23^
						A	6.8	26	604	95	155	136	123	891	259	445	335	384	373	398	258	130	10v	21^	19^	36^	18^	36^	17^

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PROGRAM NAME DAYTIME					KEY	HOUSEHOLD AUDIENCES AVG. SH AUD. % % 0.000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN									
										15- 24	TOTAL	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.
TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0.000	TOT. PERS. (2+)	15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.			
WEEKEND DAYTIME CHILDREN																												
ALF-SAT MORN					A	7.2	27	638	1551	147	374	294	75^	215	271	109	162	199	71^	692	373	319	324	367	197	170	211	156
SAT 11.00A					B	7.2	27	638	1551	147	374	294	75^	215	271	109	162	199	71^	692	373	319	324	367	197	170	211	156
203 98 NBC CA 1					C	7.2	27	638	1551	147	374	294	75^	215	271	109	162	199	71^	692	373	319	324	367	197	170	211	156
ALL NEW POUND PUPPIES					A	3.9	16	346	1516	78^	308	282	30v	121^	169^	81^	88^	110^	58^	918	436	482	382	536	239	297	286	250
SAT 9.30A					B	3.9	16	346	1516	78^	308	282	30v	121^	169^	81^	88^	110^	58^	918	436	482	382	536	239	297	286	250
210 99 ABC CA 1					C	3.9	16	346	1516	78^	308	282	30v	121^	169^	81^	88^	110^	58^	918	436	482	382	536	239	297	286	250
ALVIN AND THE CHIPMUNKS					A	6.8	25	602	1508	161	387	334	46^	191	250	80^	170	180	70^	680	383	296	336	344	186	158	231	113
SAT 10.30A					B	7.2	25	641	1498	142	360	305	84	191	231	111	120	155	75	717	354	363	316	401	187	213	222	179
204 98 NBC CA 3					C	7.2	25	641	1498	142	360	305	84	191	231	111	120	155	75	717	354	363	316	401	187	213	222	179
ANIMAL CRACK-UPS(B)					A	2.4	9	213	1573	162^	523	372	155^	351	244^	142^	102^	109^	135^	454	270^	184^	225^	228^	98^	131^	99^	130^
SAT 12.00N																												
132 54 ABC CL																												
BUGS BUNNY & TWEETY SHOW(B)					A	2.9	12	257	1630	156^	450	359	42v	350	135^	12v	122^	71^	63v	695	438	257	426	269	157^	112^	118^	151^
SAT 11.30A																												
166 72 ABC CA																												
CARE BEAR FAMILY					A	1.9	15	168	913	94v	103^	103^	41v	104^	125^	41v	84v	57v	68v	581	300^	282^	151^	431	237^	194^	239^	192^
SAT 8.00A																												
201 98 ABC CA 1					B	1.9	15	168	913	94v	103^	103^	41v	104^	125^	41v	84v	57v	68v	581	300^	282^	151^	431	237^	194^	239^	192^
CBS STORYBREAK					A	2.2	9	195	1520	193^	484	373	139^	318^	239^	99^	139^	172^	67v	480	279^	202^	222^	258^	165^	93^	88^	170^
SAT 12.00N					B	2.6	10	230	1457	186^	406	330	114^	293	290	97^	193^	198	92^	468	253	216	230	238	169^	70^	85^	154^
164 81 ABC CL 2					C	2.6	10	230	1457	186^	406	330	114^	293	290	97^	193^	198	92^	468	253	216	230	238	169^	70^	85^	154^
MOMMA DON'T ALLOW																												
FLINTSTONE KIDS(B)					A	2.6	9	230	1662	161^	399	366	34v	261^	189^	52v	138^	104^	86^	812	457	355	427	385	195^	190^	181^	204^
SAT 11.00A																												
181 79 ABC CA																												
FOOFUR					A	3.2	12	284	1381	118^	254	188^	76^	200^	189^	68^	121^	106^	83^	738	386	352	357	381	172^	209^	223^	159^
SAT 12.00N					B	3.4	13	298	1360	150	305	254	82^	197	243	102^	141	147	96^	615	319	296	250	364	167	198	170	194
131 69 ABC CA 3					C	3.4	13	298	1360	150	305	254	82^	197	243	102^	141	147	96^	615	319	296	250	364	167	198	170	194
FRAGGLE ROCK					A	6.0	23	532	1448	136	366	303	65^	221	253	85^	168	192	61^	608	339	269	314	295	150	144	192	103^
SAT 10.00A					B	6.6	24	585	1448	113	356	293	81	199	223	106	117	152	71	670	326	344	271	398	194	205	210	189
205 99 ABC CA 3					C	6.6	24	585	1448	113	356	293	81	199	223	106	117	152	71	670	326	344	271	398	194	205	210	189
GUMMI BEARS					A	2.4	19	213	1422	19v	313	268^	38v	160^	124^	48v	76v	101^	24v	825	451	373	414	410	211^	199^	218^	192^
SAT 8.00A					B	2.8	21	245	1328	48^	324	259	56^	171	131^	76^	55^	82^	49^	702	375	326	239	463	240	223	247	216
199 97 ABC CA 3					C	2.8	21	245	1328	48^	324	259	56^	171	131^	76^	55^	82^	49^	702	375	326	239	463	240	223	247	216
HELLO KITTY					A	1.8	14	159	1206	39v	356^	286^	26v	184^	93v	49v	44v	59v	34v	573	321^	251^	150^	422	251^	171^	229^	193^
SAT 8.00A					B	2.0	15	177	1232	28v	287	219^	16v	206^	93^	50v	43v	67^	26v	646	309	337	266	379	190^	189^	229^	151^
199 96 ABC CA 2					C	2.0	15	177	1232	28v	287	219^	16v	206^	93^	50v	43v	67^	26v	646	309	337	266	379	190^	189^	229^	151^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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						AVG. AUD. %	SH %	AVG. AUD. 0,000		15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													TOT. PERS.	WOMEN		MEN	T E E N S					C H I L D R E N											
																	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.			
														DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	15- 18- 24	15- 18- 24	15- 18- 24	12- 12- 17	12- 12- 17	12- 12- 17	12- 12- 17	12- 12- 17	2- 2- 11	2- 2- 11	2- 2- 11	2- 2- 5
WEEKEND DAYTIME CHILDREN CONT'D																																	
REAL GHOSTBUSTERS(B)-CONT'D																																	
SAT 10.30A 30 ABC 187 82 CA																																	
SMURFS I										A	4.0	22	354	1372	52^	274	239	41^	178^	213	79^	134^	176^	37^	708	402	306	282	426	223	202	202	224
SAT 8.30A 30 NBC 205 99 CA										B	4.4	24	390	1395	65^	314	256	59^	197	187	91	96	126	61^	698	372	326	248	450	236	214	216	233
										C	4.4	24	390	1395	65^	314	256	59^	197	187	91	96	126	61^	698	372	326	248	450	236	214	216	233
SMURFS II										A	5.3	25	470	1373	81^	292	244	48^	174	202	62^	139	167	35^	705	445	260	311	394	235	159	196	198
SAT 9.00A 30 NBC 205 99 CA										B	5.7	25	508	1409	86	319	257	77	213	190	86	104	127	64^	687	364	322	278	408	218	190	218	190
										C	5.7	25	508	1409	86	319	257	77	213	190	86	104	127	64^	687	364	322	278	408	218	190	218	190
SMURFS III										A	6.2	25	549	1290	115^	291	243	62^	177	213	85^	128	160	53^	608	374	234	281	327	200	127	187	139
SAT 9.30A 30 NBC 205 99 CA										B	6.5	26	579	1348	106	309	247	81	203	200	110	91	130	70	635	332	303	254	381	206	176	206	175
										C	6.5	26	579	1348	106	309	247	81	203	200	110	91	130	70	635	332	303	254	381	206	176	206	175
TEEN WOLF										A	2.7	11	239	1349	154^	399	287	143^	250^	198^	98^	100^	89^	109^	501	282	219^	234^	267	165^	102^	95^	172^
SAT 11.30A 30 CBS 180 87 CA										B	3.3	12	292	1423	124^	332	269	95^	221	223	113^	110^	132^	91^	648	361	287	273	375	246	129^	157	218
										C	3.3	12	292	1423	124^	332	269	95^	221	223	113^	110^	132^	91^	648	361	287	273	375	246	129^	157	218

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S	C H D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF					K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S TOT. MALE 12- 12- 17 17		CHD TOT. 2- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

64 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM.			W O M E N				M E N										T E E N S			CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					CHD
DAY	TIME	DUR	NET	NO.	OF	AVG.	AVG.	TOT. WORK.	W O M E N		M E N																TEENS	TOT.							
#STNS	CVG%	TYPE	T/C	AUD.	SH	AUD.	PERS ING	18-	25-		18-	18-	18-	21-	21-	25-	25-	35-	12-	12-	2-														
											(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11					
WEEKEND DAYTIME SPORTS CONT'D																																			
SUPER BOWL XXI GAME(S,R)-CONT'D																																			
	2.00 - 2.30					A	3.5	12	310	1551	144^	372	224	372	192^	708	137^	308	505	681	478	514	368	404	304	167^	314	282	157^						
	2.30 - 3.00					A	3.6	12	319	1532	193^	363	244	363	200	692	128^	321	499	684	491	514	371	394	277	170^	312	265	165^						
	3.00 - 3.30					A	3.3	11	292	1505	237	361	250	359	228	705	106^	289	502	694	491	524	396	429	310	170^	302	241	138^						
	3.30 - 4.00					A	3.1	10	275	1451	179^	330	246	330	222^	783	160^	362	594	728	539	596	434	490	325	133^	253	250	85^						
	4.00 - 4.30					A	3.3	10	292	1324	169^	338	242	338	229	660	162^	303	498	581	419	473	335	389	277	108^	235	229	91^						
	4.30 - 5.00					A	3.8	11	337	1330	136^	361	228	335	198	609	148^	276	440	544	376	421	293	338	261	123^	252	199	108^						
SUPER BOWL XXI POST(S,R)										A	3.3	10	292	1378	147^	411	225	395	227	652	181^	326	471	577	397	439	289	332	245	138^	203^	155^	112^		
SUN	4.49P	11	CBS																																
	184	93	SC																																

A= CURRENT REPORT B= QUARTER AVERAGE C= SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y		HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A-2 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEP. 21, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.6	55.7	57.2	58.7	60.8	63.1	62.7	64.0	64.3	64.8	64.4	64.0	62.3	61.2	58.8	54.9

ABC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← MACGYVER (PAE) →				NFL MONDAY NIGHT FOOTBALL NEW ENGLAND VS NY JETS (9:00-12:19)(PAE)				→			
10,450	11.8	11.2 *	12.5 *	18.7	18.6 *	22.0 *	22.5 *	19.9 *			
20	19	19 *	21 *	34	29 *	35 *	36 *	34 *			
11.3	11.1	11.8	13.1	17.5	19.6	21.2	22.9	22.7	22.2	20.4	19.3

CBS TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

FRANK'S PLACE SPCL	KATE & ALLIE	NEWHART	DESIGNING WOMEN (PAE)	← CAGNEY & LACEY →
12,320	13,820	16,920	15,590	14,530
13.9	15.6	19.1	17.6	16.4
22	24	30	28	27 *
13.9	13.8	15.1	16.0	18.8
19.4	17.8	17.5	16.3	16.8
16.6	15.9			

NBC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

ALF	VALERIE'S FAMILY	← NBC MONDAY NIGHT MOVIES IF IT'S TUESDAY IT STILL MUST BE BELGIUM (9:00-10:53)(PAE) →	(PAE)
15,860	14,440	11,870	
17.9	16.3	13.4	13.9 *
29	26	22	22 *
10.8	10.0	10.0	10.0
13.7	13.7	13.7	13.7
12.7	12.7	12.7	12.7
12.7	12.7	12.7	12.7

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.7	11.9	10.4	10.3	10.1	9.9	8.8	7.9
23	21	17	16	16	15	14	14

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5	3.0	2.8	2.9	2.9	2.9	2.3	1.9
6	5	5	5	4	5	4	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.1	2.3	2.4	2.1	2.4	1.9	1.7
3	4	4	4	3	4	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.9	4.9	5.4	6.3	4.9	4.7	4.9	4.4
7	8	9	10	8	7	8	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.0	2.1	2.4	2.7	2.7	1.9	1.8
3	3	3	4	4	4	3	3

U.S. TV HOUSEHOLDS: 88,800,000

For explanation of symbols, See page 8.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEP.22, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
HUT		52.6	54.8	55.5	57.7	59.3	60.9	61.8	63.4	64.1	65.2	64.5	63.6	60.5	58.4	57.2	54.3

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WHO'S THE BOSS?	FULL HOUSE SPECIAL	GROWING PAINS	I MARRIED DORA SPECIAL	MOONLIGHTING (R)(PAE)
20,730	19,310	20,560	18,070	16,210
23.4	21.8	23.2	20.4	18.3
39	35	36	32	32 *
21.9	24.9	21.6	22.0	18.7
		22.7	23.8	18.2
			20.4	17.3

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HOUSTON KNIGHTS	SPECIAL MOVIE PRESENT. - CBS ANGEL IN GREEN (PAE)
8,510	11,700
9.6	10.5 *
16	17 *
8.9	10.9
	11.2
	11.5
	12.6
	13.3
	14.6
	14.4
	14.8
	13.3

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MATLOCK	CRIME STORY
15,060	10,900
17.0	12.3
27	21
15.4	12.2
	12.0
	11.9

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.3	11.4	8.5	9.1	8.3	8.3	8.6	7.9
23	20	14	15	13	13	14	14

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2	2.6	1.9	1.9	1.5	1.8	1.9	1.9
6	5	3	3	2	3	3	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.0	1.8	1.9	1.8	2.0	2.1	2.0
3	4	3	3	3	3	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.5	5.3	4.6	4.6	4.8	4.9	4.5	4.3
8	9	8	7	7	8	8	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.0	2.5	2.5	2.3	2.1	2.2	2.0
3	4	4	4	4	3	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-6 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEP.23, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.4	54.3	54.8	56.7	56.5	57.7	59.4	60.6	60.5	61.5	61.2	61.6	60.8	60.0	57.9	55.5

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

PERFECT STRANGERS	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)
13,470	15,420	19,050	16,130	14,620
15.2	17.4	21.5	18.2	16.5
27	29	35	30	28
14.6	15.8	16.7	18.7	17.7

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

OLDEST ROOKIE	EQUALIZER (PAE)
9,210	12,760
10.4	14.4 *
18	23 *
10.7	14.8

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

HIGHWAY TO HEAVEN	A YEAR IN THE LIFE	ST. ELSEWHERE
13,820	12,230	11,870
15.6	13.8	13.4
14.9 *	13.2 *	13.4 *
15.6	13.2	13.4

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.1	12.7	10.9	11.5	10.7	10.6	10.2	8.8
25	23	19	19	18	17	17	16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2	2.8	2.3	2.9	3.1	3.0	2.7	2.5
6	5	4	5	5	5	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.6	2.5	2.6	2.4	2.5	2.5	1.6
4	5	4	4	4	4	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1	5.2	5.1	5.0	4.8	5.1	5.1	4.9
8	9	9	8	8	8	8	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.0	2.2	2.3	2.0	2.4	2.7	2.5
3	4	4	4	3	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. SEP. 24, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.9	53.9	54.8	57.6	60.3	63.1	63.2	64.4	64.5	65.0	63.1	62.0	59.9	58.4	56.6	54.9

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SLEDGE HAMMER	CHARMING	← ABC THURSDAY NIGHT MOVIE GHOSTBUSTERS (9:00-11:06)(PAE) →									
7,000	5,760	10,810									
7.9	6.5	12.2	11.3 *					11.9 *		12.8 *	12.8 *
13	10	20	17 *					19 *		22 *	23 *
8.1	7.7	6.2	6.8	11.0	11.6	11.8	12.0	12.9	12.7	12.7	12.9

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← TOUR OF DUTY →				← WISEGUY (PAE) →				← KNOTS LANDING →			
9,390				10,720				13,470			
10.6	9.8 *		11.5 *	12.1	11.8 *		12.5 *	15.2	15.1 *		15.3 *
17	16 *		18 *	19	18 *		20 *	27	26 *		28 *
9.6	9.9	11.3	11.8	11.9	11.8	12.4	12.6	14.9	15.3	15.4	15.2

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW	A DIFFERENT WORLD	CHEERS	NIGHT COURT	← UNSOLVED MYSTERIES SPEC. →							
27,910	27,730	25,160	22,060	15,860							
31.5	31.3	26.4	24.9	17.9	18.6					17.2 *	
51	49	44	40	31	32					31	
22.3	21.8	21.8	22.3	18.2	18.2	17.7	14.8				

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.7	11.9	8.9	9.5	8.1	8.2	7.8	6.9
24	21	14	15	13	13	13	12

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	2.4	2.5	2.7	2.5	3.0	2.8	2.1
5	4	4	4	4	5	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.4	2.4	2.8	2.6	2.3	1.4	1.0
4	4	4	4	4	4	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.8	5.1	4.3	5.2	5.5	5.8	5.8	5.1
9	9	7	8	8	9	10	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	1.7	2.0	2.3	3.2	3.2	2.6	2.3
4	3	3	4	5	5	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.4	48.3	49.6	51.0	52.0	53.1	54.6	55.5	55.4	55.1	54.7	55.3	53.2	53.2	52.3	50.8

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FULL HOUSE | MARRIED DORA ← MAX HEADROOM (PAE) → 20/20 (PAE) →

8,240		8,950		6,110				13,020								
9.3		10.1		6.9		7.1 *		6.7 *		14.7		14.4 *			15.0 *	
18		18		13		13 *		12 *		28		27 *			29 *	
9.0	9.5	10.2	10.0	7.4	6.9	6.5	7.0	13.8	14.9	15.2	14.9					

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← DALLAS (PAE) → BEAUTY & THE BEAST SPEC. →

14,970								11,960								
16.9	15.1 *			16.2 *		18.1 *		18.4 *	13.5	13.6 *			13.4 *			
31	29 *			29 *		33 *		33 *	26	26 *			26 *			
14.8	15.4	15.8	16.6	17.8	18.4	18.5	18.2	13.6	13.6	13.6	13.6	13.2				

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← RAGS TO RICHES → MIAMI VICE → PRIVATE EYE →

9,920						14,350						10,190				
11.2	10.6 *			11.7 *	16.2	15.7 *		16.7 *	11.5	12.0 *		10.9 *				
21	20 *			21	29	28		30	22	23		21				
10.4	10.9	11.4	12.0	12.4	12.9	12.9	12.9	12.9	12.9	11.5	11.5	10.8				

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.0		10.9		11.2		11.9		10.9		10.7		8.8		7.7
25		22		21		22		20		19		17		15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.3		2.9		3.3		3.0		3.0		2.7		2.0
5		5		6		6		5		5		5		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		2.1		2.4		2.4		2.3		2.1		1.4		1.2
3		4		5		4		4		4		3		2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.3		4.9		4.4		4.6		4.8		4.2		4.5		4.2
9		10		8		8		9		8		8		8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		2.3		3.4		3.2		3.2		2.7		3.0		3.1
4		5		6		6		6		5		6		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-12 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. SEP. 26, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	41.7	43.1	44.3	45.9	50.6	52.3	52.8	54.1	55.7	56.2	55.3	54.4	52.7	52.1	51.2	50.2	44.9	41.4

ABC TV

(1)

← ONCE A HERO →

← ABC SAT. NIGHT MOVIE SPEC →

SPLASH
(R)(PAC)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

7.8

3,280					6,470													
3.7	3.8	*			3.7	*	7.3	5.3	*		7.3	*		8.4	*		8.1	*
7	7	*			7	*	14	9	*		13	*		16	*		16	*
4.1	3.5		3.6		3.7		5.1	5.5		7.1	7.5		8.7	8.1		8.0		8.1

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SPECIAL MOVIE PRESENT-CBS
GUNSMOKE: RETURN TO DODGE
(PAC) →

← JAKE AND THE FATMAN
SPEC. →

14,710											11,080							
16.6	15.5	*			16.6	*		16.5	*		17.8	*	12.5	12.7	*		12.3	*
31	30	*			31	*		29	*		32	*	24	24	*		24	*
14.9	16.1		16.5		16.7		16.6	16.4		17.9	17.7		12.9	12.5		12.3		12.2

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FACTS OF LIFE

227

GOLDEN GIRLS

← J.J. STARBUCK SPECIAL →

13,110			15,330		19,670		14,000											
14.8			17.3		22.2		15.8		15.8	*		15.9	*		15.8	*		15.8
29			32		30		30		29	*		30	*		30	*		31
12.8			16.6		21.9		16.7		16.8		16.0		15.8		16.7		15.8	

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.5	12.5	9.0	7.8	7.0	7.8	8.8	7.9	8.0
29	28	17	15	13	14	17	16	19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3	3.0	2.1	2.0	2.0	2.4	2.5	2.3	1.7
8	7	4	4	4	4	5	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.6	2.4	2.5	1.1	1.5	1.5	1.6	1.3
4	6	5	5	2	3	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.7	6.2	6.1	5.7	5.0	6.1	5.8	4.7	3.6
11	14	12	11	9	11	11	9	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4	2.5	4.1	4.6	4.8	4.5	4.3	5.1	5.0
6	6	8	9	9	8	8	10	12

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC COLLEGE FOOTBALL-GAME, NEBRASKA VS ARIZONA STATE, ABC, (3:23-7:13)

For explanation of symbols, See page B.

A-14 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEP.26, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	36.1	33.5	30.5	28.4	25.7	23.8	21.5	19.6	16.9	15.8	13.8	12.3	10.4	9.4				

ABC TV

(1)

AVERAGE AUDIENCE (Hhlds (000) & %)	{ 1,590
SHARE AUDIENCE	% 1.8
AVG. AUD. BY 1/4 HR	% 6
	% 1.8

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

NBC TV

← SATURDAY NIGHT (11:30-12:50)(PAE) → (PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{ 5,490
SHARE AUDIENCE	% 6.2
AVG. AUD. BY 1/4 HR	% 24
	% 7.4
	% 25
	% 29
	% 27
	% 29
	% 30
	% 32

INDEPENDENTS

AVERAGE AUDIENCE	8.2	7.3	7.1	5.6	4.8	3.9	3.2
SHARE AUDIENCE %	24	25	29	27	29	30	32

SUPERSTATIONS

AVERAGE AUDIENCE	1.7	1.6	1.8	1.4	1.1	0.7 ^	0.5 ^
SHARE AUDIENCE %	5	5	7	7	7	5 ^	5 ^

PBS

AVERAGE AUDIENCE	1.1	0.9	0.7 ^	0.4 ^	0.3 ^	0.3 ^	0.2 ^
SHARE AUDIENCE %	3	3	3 ^	2 ^	2 ^	2 ^	2 ^

CABLE ORIG.

AVERAGE AUDIENCE	3.0	2.4	2.1	1.7	1.3	1.4	0.9
SHARE AUDIENCE %	9	8	8	8	8	11	9

PAY SERVICES

AVERAGE AUDIENCE	5.2	4.6	3.6	3.5	3.3	3.1	2.2
SHARE AUDIENCE %	15	16	15	17	20	24	22

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	50.3	53.3	56.1	58.7	61.5	63.0	63.6	64.8	64.4	64.3	64.3	63.8	60.1	57.8	56.0	52.2	43.0	37.8

ABC TV

← DISNEY SUNDAY MOVIE ALICE IN WONDERLAND (R) → ← SPENSER: FOR HIRE → ← DOLLY SHOW (PAE) → ← BUCK JAMES (PAE) →

AVERAGE AUDIENCE (Hhds (000) & %)	{	9,210			8,950				21,880				14,710					
SHARE AUDIENCE %	%	10.4	9.6 *		11.3 *	10.1	9.2 *		11.0 *	24.7	24.9 *		24.6 *	16.6	17.5 *		15.7 *	
AVG. AUD. BY 1/4 HR	%	19	19 *		20 *	16	15 *		17 *	38	39 *		38 *	30	30 *		30 *	
	%	9.3	9.9	10.8	11.7	9.3	9.2	10.2	11.8	24.6	25.1	24.8	24.4	18.5	16.5	16.1	15.2	

CBS TV

← 60 MINUTES → ← MURDER, SHE WROTE → ← LAW & HARRY McGRAN SPEC. (PAE) → (1)

AVERAGE AUDIENCE (Hhds (000) & %)	{	17,720			18,070				11,160								2,570	
SHARE AUDIENCE %	%	20.0	18.8 *		21.3 *	20.4	19.8 *		20.9 *	12.6	13.1 *		12.9 *		12.4 *		11.8 *	2.9
AVG. AUD. BY 1/4 HR	%	37	36 *		37 *	32	32 *		32 *	21	20 *		20 *		21 *		22 *	8
	%	17.3	20.2	20.8	21.8	19.8	19.8	21.1	20.8	13.3	13.0	13.2	12.7	12.5	12.2	12.1	11.5	2.9

NBC TV

← OUR HOUSE → ← FAMILY TIES → ← MY TWO DAD'S → ← NBC SUNDAY NIGHT MOVIE THE TERMINATOR →

AVERAGE AUDIENCE (Hhds (000) & %)	{	9,040			18,610				16,040				14,620					
SHARE AUDIENCE %	%	10.2	9.4 *		11.0 *	21.0			18.1				16.5		15.4 *		16.3 *	
AVG. AUD. BY 1/4 HR	%	19	18 *		19 *	24			28				27		24 *		24 *	
	%	10.2	9.4		11.0	21.0			18.1				16.5		15.4		16.3	

INDEPENDENTS

AVERAGE AUDIENCE	11.0		11.7		8.7		9.3		7.7		7.1		6.8		5.6		4.6	
SHARE AUDIENCE %	21		20		14		14		12		11		12		10		11	

SUPERSTATIONS

AVERAGE AUDIENCE	2.2		2.3		1.8		2.2		1.7		1.7		1.7		1.2		1.2	
SHARE AUDIENCE %	4		4		3		3		3		3		3		2		3	

PBS

AVERAGE AUDIENCE	1.7		1.7		2.9		3.3		2.4		2.6		2.0		1.8		1.4	
SHARE AUDIENCE %	3		3		5		5		4		4		3		3		3	

CABLE ORIG.

AVERAGE AUDIENCE	3.1		3.1		4.4		4.8		4.0		4.0		4.2		3.5		2.8	
SHARE AUDIENCE %	6		5		7		7		6		6		7		6		7	

PAY SERVICES

AVERAGE AUDIENCE	1.4		1.7		2.5		3.1		3.4		2.9		3.6		3.5		3.0	
SHARE AUDIENCE %	3		3		4		5		5		5		6		6		7	

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS SUNDAY NEWS-OSGOOD, CBS, (11:00-11:15)

For explanation of symbols, See page B.

A-18 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.27, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	31.3	27.5	23.0	20.0	17.3	15.0	13.0	11.7	10.0	8.9	7.9	7.3	6.7	6.1

ABC TV

(1)

AVERAGE AUDIENCE	{	2,040
(Hhds (000) & %)	{	2.3
SHARE AUDIENCE	%	9
AVG. AUD. BY 1/4 HR	%	2.3

CBS TV

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

(2) (PAE)

AVERAGE AUDIENCE	{	1,240
(Hhds (000) & %)	{	1.4
SHARE AUDIENCE	%	9
AVG. AUD. BY 1/4 HR	%	

INDEPENDENTS

AVERAGE AUDIENCE	4.3	3.8	3.0	2.0	1.7	1.2	1.1
SHARE AUDIENCE %	15	18	19	16	18	16	17

SUPERSTATIONS

AVERAGE AUDIENCE	1.4	1.2	0.9	0.5 ^	0.5 ^	0.4 ^	0.3 ^
SHARE AUDIENCE %	5	6	6	4 ^	5 ^	5 ^	5 ^

PBS

AVERAGE AUDIENCE	1.1	0.6 ^	0.6 ^	0.3 ^	0.1 v	0.1 v	0.1 v
SHARE AUDIENCE %	4	3 ^	4 ^	2 ^	1 v	1 v	2 v

CABLE ORIG.

AVERAGE AUDIENCE	3.1	2.1	1.6	1.0	0.8	0.8	1.0
SHARE AUDIENCE %	11	10	10	8	8	11	16

PAY SERVICES

AVERAGE AUDIENCE	3.5	3.2	2.6	2.4	2.0	1.6	1.3
SHARE AUDIENCE %	12	15	16	19	21	21	20

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN, ABC (11:30-11:45)
(2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	6.8	8.1	10.2	12.3	14.9	16.8	17.9	18.6	19.3	20.1	20.3	20.2	20.7	21.1	21.2	21.3	20.4	20.6

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) {PARTICIPATING} {PAE}	GOOD MORNING, AMERICA-830 (CO-OP) {PARTICIPATING} {PAE}
ABC TV						
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,100		1,830	3,670	3,700
SHARE AUDIENCE	%	1.2		2.1	4.1	4.2
AVG. AUD. BY 1/4 HR	%	15		16	22	21
		1.2		2.1	4.3	4.2

		CBS MORNING NEWS- 6:30AM	CBS MORNING NEWS 7:00AM	MORNING PROGRAM (PAE)					\$25,000 PYRAMID
CBS TV									
AVERAGE AUDIENCE (Hhlds (000) & %)	{	890	1,670	1,730					2,520
SHARE AUDIENCE	%	1.0	1.9	2.0	1.8	*	2.0	*	2.8
AVG. AUD. BY 1/4 HR	%	10	12	9	10	*	10	*	14
		0.9	1.0	1.8	1.9	1.8	2.0	1.9	2.7

	NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) {PARTICIPATING} {PAE}	TODAY SHOW-8:30AM (CO-OP) {PARTICIPATING} {PAE}	SALE OF THE CENTURY
NBC TV				
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,520	1,760	1,650
SHARE AUDIENCE	%	1.7	2.2	2.2
AVG. AUD. BY 1/4 HR	%	1.7	2.2	2.2

INDEPENDENTS									
AVERAGE AUDIENCE	1.5	3.0	4.5	5.1	5.6	5.5	4.7	4.4	4.8
SHARE AUDIENCE %	20	27	28	28	28	27	22	21	23

SUPERSTATIONS									
AVERAGE AUDIENCE	0.5	1.0	1.3	1.4	1.5	1.5	1.3	1.3	1.3
SHARE AUDIENCE %	6	9	8	8	8	7	6	6	6

PBS									
AVERAGE AUDIENCE	<<	0.1	0.2	0.5	0.7	0.9	1.1	1.0	0.9
SHARE AUDIENCE %	<<	1	2	3	4	4	5	5	4

CABLE ORIG.									
AVERAGE AUDIENCE	1.1	1.2	1.7	1.7	2.0	2.2	2.2	2.5	2.5
SHARE AUDIENCE %	15	11	10	9	10	11	11	12	12

PAY SERVICES									
AVERAGE AUDIENCE	0.6	0.7	0.8	1.1	0.9	0.9	0.9	0.8	0.8
SHARE AUDIENCE %	8	6	5	6	5	4	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-615A,ABC.(6:15-6:30)
 (2) ABC WORLD NEWS-MORN-645A,ABC.(6:45-7:00)

For explanation of symbols, See page B

A-22 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 21-25, 1987

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	20.5	20.6	20.7	21.1	21.5	22.2	23.9	24.7	25.1	26.3	27.7	28.4	27.4	27.6	26.9	26.8	26.9	27.3

ABC TV

	WHO'S THE BOSS? M-F (TUE-FRI) (PAE)	MR. BELVEDERE- M-F (PAE)	RYAN'S HOPE	LOVING	← ALL MY CHILDREN (PAE) →	← ONE LIFE TO LIVE (PAE) →
AVERAGE AUDIENCE (Hhds (000) & %)	2,970	2,220	2,870	3,900	6,670	6,840
SHARE AUDIENCE %	3.4	2.5	3.2	4.4	7.5	7.7
AVG. AUD. BY 1/4 HR	16	11	13	17	25 *	28 *
	3.3	3.4	2.5	2.5	3.1	3.3
	4.3	4.5	6.8	7.4	7.9	8.1
	7.5	7.1	8.0	7.5	7.6	7.8
	29 *	29 *	29 *	29 *	29 *	29 *
	7.4	7.9	8.1	7.5	7.6	7.8
	7.9	7.9	7.9	7.9	7.9	7.9

CBS TV

	NEW CARD SHARKS	PRICE IS RIGHT (TUE-FRI) (PAE)	PRICE IS RIGHT 2 (PAE)	← YOUNG AND THE RESTLESS (PAE) →	BOLD AND THE BEAUTIFUL (PAE)	← AS THE WORLD TURNS (PAE) →
AVERAGE AUDIENCE (Hhds (000) & %)	2,590	4,050	5,110	6,010	3,620	4,730
SHARE AUDIENCE %	2.9	4.6	5.8	6.8	4.1	5.3
AVG. AUD. BY 1/4 HR	14	22	26	26	15	20
	2.8	3.0	4.5	4.8	5.6	5.9
	6.6	7.0	7.0	6.6	4.1	4.1
	5.2	5.3	5.3	5.4	5.4	5.4
	5.3	5.4	5.4	5.4	5.4	5.4

NBC TV

	CLASSIC CONCENTRATION	WHEEL OF FORTUNE (TUE-FRI) (PAE)	WIN, LOSE OR DRAW (PAE)	SUPER PASSWORD	SCRABBLE	← DAYS OF OUR LIVES (PAE) →	← ANOTHER WORLD (PAE) →
AVERAGE AUDIENCE (Hhds (000) & %)	2,450	4,500	2,850	2,760	3,230	5,750	4,110
SHARE AUDIENCE %	2.8	5.1	3.2	3.1	3.6	6.3	4.6
AVG. AUD. BY 1/4 HR	13	24	15	13	14	24	17
	2.8	3.1	3.1	3.1	3.2	3.2	3.2
	4.7	4.7	4.7	4.7	4.7	4.7	4.7
	5.1	5.1	5.1	5.1	5.1	5.1	5.1
	5.4	5.4	5.4	5.4	5.4	5.4	5.4
	5.4	5.4	5.4	5.4	5.4	5.4	5.4

INDEPENDENTS

AVERAGE AUDIENCE	4.5	4.1	4.2	4.3	4.9	4.7	5.1	5.4	5.6
SHARE AUDIENCE %	22	19	19	18	19	17	18	20	21

SUPERSTATIONS

AVERAGE AUDIENCE	1.4	1.4	1.4	1.4	1.6	1.2	1.1	1.2	1.4
SHARE AUDIENCE %	7	7	6	6	6	4	4	4	5

PBS

AVERAGE AUDIENCE	0.8	0.8	0.8	0.7	0.8	0.8	0.7	0.6	0.7
SHARE AUDIENCE %	4	4	3	3	3	3	3	2	3

CABLE ORIG.

AVERAGE AUDIENCE	2.6	2.6	2.5	2.1	2.2	2.3	2.6	2.7	2.8
SHARE AUDIENCE %	13	12	11	9	8	8	9	10	10

PAY SERVICES

AVERAGE AUDIENCE	0.8	0.8	0.7	0.7	0.8	1.0	0.9	0.9	0.8
SHARE AUDIENCE %	4	4	3	3	3	4	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.2	27.8	28.4	29.4	29.1	31.1	32.4	34.0	35.4	37.4	38.8	40.6	45.3	46.9	48.3	50.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 7,050
8.0 7.9 * 8.0 *
% 28 29 * 28 *
% 8.0 7.9 8.0 8.0

← GENERAL HOSPITAL → (PAE) —

ABC WORLD
NEWS TONIGHT

8,510
9.6
20
9.4 9.8

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 4,430
5.0 5.1 * 4.9 *
% 18 18 * 17 *
% 5.0 5.1 5.1 4.8

← GUIDING LIGHT
(PAE) →

CBS EVENING
NEWS-RATHER

9,320
10.5
22
10.5 10.6

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 4,040
4.6 4.4 * 4.7 *
% 15 15 * 16 *
% 4.3 4.6 4.7 4.8

← SANTA BARBARA → (PAE) —

NBC NIGHTLY
NEWS

8,430
9.5
20
9.4 9.6

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.1 7.1 7.9 9.4 10.6 10.6 12.5 13.1
22 24 26 28 29 27 27 27

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8 2.0 2.4 3.1 3.1 2.8 2.8 2.9
7 7 8 9 8 7 6 6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9 0.9 1.0 1.1 1.1 1.0 1.3 1.4
3 3 3 3 3 3 3 3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9 3.2 3.7 4.1 4.3 4.5 3.5 4.1
11 11 12 12 12 11 8 8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0 1.0 1.0 1.1 1.0 1.3 1.6 1.7
4 3 3 3 3 3 3 3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.3	6.5	7.6	9.0	11.3	14.2	16.9	18.7	20.9	22.2	24.0	25.2	25.4	26.3	26.6	27.1	26.6	26.2

ABC TV

	CARE BEAR FAMILY	LITTLE CLOWNS- HAPPYTOWN	MY PET MONSTER	ALL NEW POUND PUPPIES	LITTLE WIZARDS	REAL GHOSTBUSTERS (B)	FLINSTONE KIDS(B)
AVERAGE AUDIENCE (Hhlds (000) & %)	1,680	2,130	2,920	3,460	3,630	3,370	2,300
SHARE AUDIENCE	1.9	2.4	3.3	3.9	4.1	3.8	2.6
AVG. AUD. BY 1/4 HR	15	13	15	16	16	14	9
	1.7	2.0	2.3	2.5	3.0	3.6	3.8
							3.9
							2.6
							2.5

CBS TV

	HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
AVERAGE AUDIENCE (Hhlds (000) & %)	1,590	3,010	3,900	3,990	4,960	3,810	3,370
SHARE AUDIENCE	1.8	3.4	4.4	4.5	5.6	4.3	3.8
AVG. AUD. BY 1/4 HR	14	19	20	18	21	16	14
	1.6	2.0	3.2	3.7	4.4	4.4	3.8
							3.8
							3.8
							3.8

NBC TV

	GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	FRAGGLE ROCK	ALVIN AND THE CHIPMUNKS	ALF-SAT MORN (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	2,130	3,540	4,700	5,490	5,320	6,020	6,380
SHARE AUDIENCE	2.4	4.0	5.3	6.2	6.0	6.8	7.2
AVG. AUD. BY 1/4 HR	19	22	25	25	23	25	27
	1.9	3.0	3.8	4.3	5.3	6.0	7.2
							7.5
							8.4
							8.4

INDEPENDENTS

AVERAGE AUDIENCE	2.0	2.6	3.1	3.7	4.0	4.4	5.1	5.5	5.7
SHARE AUDIENCE %	34	31	24	21	19	18	20	21	22

SUPERSTATIONS

AVERAGE AUDIENCE	0.7	1.1	1.2	1.5	1.3	1.3	1.4	1.2	1.5
SHARE AUDIENCE %	12	13	9	8	6	5	5	4	6

PBS

AVERAGE AUDIENCE	0.2	0.3	0.8	0.9	1.0	1.2	1.0	1.3	1.3
SHARE AUDIENCE %	3	4	6	5	5	5	4	5	5

CABLE ORIG.

AVERAGE AUDIENCE	1.0	1.4	1.8	2.0	2.6	3.0	3.2	3.2	3.6
SHARE AUDIENCE %	17	17	14	11	12	12	12	12	14

PAY SERVICES

AVERAGE AUDIENCE	0.4	0.6	0.8	1.4	1.8	2.1	1.8	1.5	1.5
SHARE AUDIENCE %	7	7	6	8	8	9	7	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-28 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 26, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	24.9	25.1	24.9	25.4	26.0	25.7	26.1	27.0	27.9	27.9	27.6	27.7	28.1	29.0	29.6	30.4	30.6	31.1

ABC TV

BUGS BUNNY &
THEFTY
SHOW(B)

ANIMAL
CRACK-UPS(B)

RYDER CUP GOLF-SAT

>(1)

(2)

AVERAGE AUDIENCE (Hhds (000) & %)	{	2,570		2,130		1,330									1,420	4,160		
SHARE AUDIENCE	%	2.9		2.4		1.5	1.7 *		1.4 *		1.5 *		1.4 *		1.5 *	1.6	4.7	3.1 *
AVG. AUD. BY 1/4 HR	%	12		9		5	6 *		5 *		5 *		5 *		5 *	14	10	10 *
	%	2.9	3.0	2.1	2.7	1.9	1.5	1.3	1.5	1.4	1.6	1.4	1.4	1.4	1.6	1.5	2.1	2.8
																		3.4

CBS TV

TEEN WOLF

CBS STORYBREAK
MOMMA DON'T
ALLOW

KIDD VIDEO

MERCEDES
MILE

← CBS COLLEGE FOOTBALL GAME
OHIO STATE VS LOUISIANA STATE
(2:40-6:13)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	2,390		1,950		1,770			1,510		4,700							
SHARE AUDIENCE	%	2.7		2.2		2.0			1.7		5.3		4.3 *		4.9 *		5.1 *	
AVG. AUD. BY 1/4 HR	%	11		9		8			6		17		15 *		16 *		17 *	
	%	2.7	2.7	2.1	2.3	2.0	2.1		1.4	2.0	4.0	4.4	5.0	4.7	5.0	4.7	5.0	5.2

NBC TV

NEW ARCHIES

FOOFUR
(PAE)

I'M TELLING

(3)

← NBC MAJOR LEAGUE BASEBALL
DETROIT VS TORONTO ST. LOUIS VS CHICAGO CUBS
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	4,160		2,840		3,100			3,810	4,610								
SHARE AUDIENCE	%	4.7		3.2		3.5			4.3	5.2				4.9 *	5.1 *		5.3 *	
AVG. AUD. BY 1/4 HR	%	10		12		13			16	16				17	17		17	
	%	3.9	4.3	3.2	3.3	3.4	3.4		4.3	4.3	4.7	5.1	5.1	5.1	5.2	5.3	5.4	

INDEPENDENTS

AVERAGE AUDIENCE	6.4		6.8		6.9		7.4		8.7		8.4		8.1		9.0		8.6	
SHARE AUDIENCE %	26		27		27		28		31		30		28		30		28	

SUPERSTATIONS

AVERAGE AUDIENCE	1.7		2.1		2.1		2.2		2.5		2.0		1.9		2.3		1.9	
SHARE AUDIENCE %	7		8		8		8		9		7		7		8		6	

PBS

AVERAGE AUDIENCE	1.2		1.2		1.2		1.4		1.7		1.9		1.5		1.5		1.4	
SHARE AUDIENCE %	5		5		5		5		6		7		5		5		5	

CABLE ORIG.

AVERAGE AUDIENCE	4.0		3.9		4.1		3.8		3.8		4.6		5.4		5.3		6.1	
SHARE AUDIENCE %	16		15		16		14		14		17		19		18		20	

PAY SERVICES

AVERAGE AUDIENCE	1.5		1.7		1.5		2.3		2.3		2.1		1.7		1.9		2.0	
SHARE AUDIENCE %	6		7		6		9		8		8		6		6		6	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC COLLEGE FOOTBALL-PRE.(PAE),ABC,(3:00-3:23)

(2) ABC COLLEGE FOOTBALL-GAME,NEBRASKA VS ARIZONA STATE,(PAE),ABC,(3:23-7:13)

(3) NBC MAJOR LEAGUE PRE GAME,(PAE),NBC,(2:00-2:18)

For explanation of symbols, See page B.

A-30 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 26, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	30.5	31.3	32.3	33.2	33.8	34.1	33.8	35.1	36.6	38.1	39.8	40.6						

ABC COLLEGE FOOTBALL-GAME
NEBRASKA VS. ARIZONA STATE
(3:23-7:13)(PAE)

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)

SHARE AUDIENCE

AVG. AUD. BY 1/4 HR

{

%

%

	4.0 *		4.2 *		3.8 *		4.2 *		5.6 *		7.1 *
	13 *		13 *		11 *		12 *		15 *		18 *
3.9	4.2	4.2	4.1	3.8	3.8	4.2	4.2	5.0	6.2	6.8	7.3

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)

SHARE AUDIENCE

AVG. AUD. BY 1/4 HR

{

%

%

	4.8 *		4.9 *		5.8 *		6.6 *		5,760
	16 *		15 *		17 *		19 *		6.5
	4.9	4.6	4.8	4.9	5.5	6.1	6.4	6.7	6.7

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)

SHARE AUDIENCE

AVG. AUD. BY 1/4 HR

{

%

%

	5.1 *		5.2 *		5.3 *		5.5 *		6,200
	17 *		18 *		18 *		18 *		7.0
	4.0	4.3	4.1	4.1	4.4	4.4	4.4	4.4	4.4

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.1		10.7		11.2		11.8		11.3		12.6
29		33		33		34		30		31

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2		2.8		3.4		3.4		3.1		3.7
7		9		10		10		8		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		1.6		1.8		1.7		1.5		1.1
5		5		5		5		4		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6		5.4		5.2		4.0		4.3		4.6
18		16		15		12		12		11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1		2.2		2.2		2.3		2.7		2.6
7		7		6		7		7		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	4.5	4.9	5.4	6.4	8.1	10.6	13.3	16.3	18.5	20.6	21.6	22.7	23.8	25.0	24.7	25.1	25.6	26.0

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BUSINESS
WORLD(B)
970
1.1
4
1.1 1.1

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,990 2,300
4.5 3.8 * 4.6 * 5.1 * 2.6
20 19 * 20 * 20 * 10
3.4 4.2 4.4 4.7 5.1 5.0 2.8 2.3

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE
PRESS(B)

1,330 1,060
1.5 1.2
10 9
0.8 1.1 1.0 1.0 1.0 1.0 1.0 1.0

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7 1.8 3.5 5.7 7.1 7.8 8.2 9.0 9.3
36 31 38 39 36 35 34 36 36

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4 ^ 0.4 ^ 1.0 2.0 2.2 2.5 2.5 2.5 2.9
9 ^ 7 ^ 11 14 11 11 10 10 11

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2 ^ 0.3 ^ 0.7 ^ 1.2 1.4 1.6 1.4 1.6 1.7
4 ^ 5 ^ 8 ^ 8 7 7 6 6 7

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0 1.6 1.7 2.2 2.9 3.5 4.5 5.1 5.7
21 27 18 15 15 16 18 20 22

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4 ^ 0.5 ^ 0.6 ^ 1.3 1.6 2.1 2.8 2.8 2.4
9 ^ 8 ^ 6 ^ 9 8 9 11 10 9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

A-34 Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 27, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.5	26.5	25.8	26.5	27.0	27.9	27.5	28.5	29.0	29.7	29.9	30.5	31.0	31.2	31.2	31.5	32.1	32.1

ABC TV

←THIS WEEK-DAVID BRINKLEY→

RYDER CUP GOLF-SUN

MITA TENNIS FESTIVAL
(3:00-5:00)

																		(3:00-5:00)	
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,570				1,860									1,590				
SHARE AUDIENCE	%	2.9	2.7 *		3.1	2.1 *	1.5 *	1.7 *		2.0 *		2.4 *		2.7 *	1.8	1.6 *	1.7 *		
AVG. AUD. BY 1/4 HR	%	11	10 *		12	7	5 *	6 *		7		8		9	5	5 *	5 *		
	%	2.6	2.8	3.0	3.2	1.6	1.5	1.6	1.8	1.9	2.1	2.3	2.5	2.7	2.6	1.7	1.6		

CBS TV

←←CBS NFL TODAY→
(12:30-1:25)(PAE)

SUPER BOWL XXI GAME
NY GIANTS VS DENVER BRONCOS
(1:25-4:49)(R)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{				3,370			3,010										
SHARE AUDIENCE	%				3.8	3.6 *		3.4		3.0 *		3.5 *		3.6 *		3.3 *	3.1 *	
AVG. AUD. BY 1/4 HR	%				14	13 *		11		10 *		12 *		12 *		11 *	10 *	
	%				3.4	3.7	4.2	3.4	3.0	2.9	3.3	3.6	3.6	3.7	3.4	3.3	3.2	3.1

NBC TV

(1)

NBC MAJOR LEAGUE GAME-SUN
DETROIT VS TORONTO ST. LOUIS VS CHICAGO CUBS
(MULTI SEGMENT)(PAE)

															(MULTI SEGMENT)(PAE)										CHARTER 5555													
AVERAGE AUDIENCE		{											2,840											4,520														
(Hhds (000) & %)													3.2											5.1														
SHARE AUDIENCE													12											10														
AVG. AUD. BY 1/4 HR		%											2.6	2.8 *			3.6	3.2 *			4.3	4.3 *			4.4	4.4 *			4.6	4.6 *			4.8	4.8 *			5.0	5.0 *
		%											2.6	2.9	3.4		3.6	13	16		15	4.5	4.5		4.4	15	15		4.7	4.8	4.9		15	16				
													2.6	2.9	3.4		3.6	13	16		15	4.5	4.5		4.4	15	15		4.7	4.8	4.9		15	16				

INDEPENDENTS

AVERAGE AUDIENCE	10.3		10.2		11.6		10.4		10.9		11.3		12.2		12.8		12.0
SHARE AUDIENCE %	39		39		42		37		37		37		39		41		37

SUPERSTATIONS

AVERAGE AUDIENCE	2.5		2.8		3.5		3.1		2.9		2.9		3.4		3.7		3.5
SHARE AUDIENCE %	9		11		13		11		10		10		11		12		11

PBS

AVERAGE AUDIENCE	1.5		1.2		1.7		1.3		1.5		1.5		1.7		1.6		1.9
SHARE AUDIENCE %	6		5		6		5		5		5		5		5		6

CABLE ORIG.

AVERAGE AUDIENCE	5.6		5.5		4.8		5.1		5.5		5.0		4.6		4.3		4.4
SHARE AUDIENCE %	21		21		18		18		19		17		15		14		14

PAY SERVICES

AVERAGE AUDIENCE	2.2		1.8		2.0		2.3		2.3		2.6		2.2		2.9		3.3
SHARE AUDIENCE %	8		7		7		8		8		9		7		9		10

U.S. TV HOUSEHOLDS: 88,600,000
(1) NFL LIVE, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

A-36 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 27, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	33.0	33.0	33.7	33.9	34.3	35.4	34.8	35.7	37.9	39.5	40.9	42.6						

ABC TV

MILTA TENNIS FESTIVAL
(3:00-5:00)

ABC WRLD NEWS
TONIGHT-SUN
(PAE)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

1.7 *
5 *
1.7 2.0
2.0

4,870
5.5
13
5.4 5.6

CBS TV

SUPER BOWL XXI GAME
NY GIANTS VS DENVER
BRONCOS
(1:25-4:49)(R)(PAE)

(1)

CBS EVENING
NEWS-SUNDAY

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

3.3 *
10 *
3.3 3.7
3.3

5,760
6.5
16
6.0 6.9

NBC TV

NBC MAJOR LEAGUE GAME-SUN
DETROIT VS TORONTO ST. LOUIS VS CHICAGO CUBS
(MULTI-SEGMENT)(PAE)

(2)

NBC NIGHTLY
NEWS-SUN

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

5.5 *
17 *
5.5 5.9
4.7 5.0
4.9 *
14 *
4.9 5.4
2,920
3.3
9
3.3

6,560
7.4
17
7.0 7.9

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.8
36
11.6
34
11.1
32
11.0
31
10.8
28
11.5
28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4
10
2.8
8
2.5
7
2.5
7
2.8
7
2.8
7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9
6
1.3
4
1.6
5
1.8
5
1.3
3
1.4
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6
14
5.6
17
5.0
14
4.8
14
4.4
11
4.1
10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2
10
2.3
7
2.9
8
3.1
9
4.0
10
3.9
9

U.S. TV HOUSEHOLDS: 88,600,000

(1) SUPER BOWL XXI POST, (PAE), CBS, (4:49-5:00), (S), (R)
(2) NBC MAJOR LEAGUE POST-SUN, (PAE), NBC, (5:47-6:00), (S)

For explanation of symbols, See page B.

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN

FOR CHILDRENS PROGRAMS

SATURDAY, SEPTEMBER 26, 1987

PROGRAM NAME	START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:				UNDER 6 AA% (0,000)	
			NET	UNDER 18 AA% (0,000)	UNDER 12 AA% (0,000)			
ALF-SAT MORN	11.00AM	30	NBC	15.0	506	15.5	387	15.8 251
ALL NEW POUND PUPPIES	9.30AM	30	ABC	9.3	315	11.2	279	10.9 173
ALVIN AND THE CHIPMUNKS	10.30AM	30	NBC	14.5	490	15.3	383	16.8 267
ANIMAL CRACK-UPS(B)	12.00NN	30	ABC	4.2	143	4.5	111	5.5 87
BUGS BUNNY & TWEETY SHOW(B)	11.30AM	30	ABC	5.7	193	6.3	158	6.8 108
CARE BEAR FAMILY	8.00AM	30	ABC	3.9	133	4.6	115	4.3 69
CBS STORYBREAK	12.00NN	30	CBS	3.7	126	4.2	104	4.1 66
FLINTSTONE KIDS(B)	11.00AM	30	ABC	5.9	199	6.8	169	7.1 114
FOOFUR	12.00NN	30	NBC	6.5	219	7.2	179	7.6 122
FRAGGLE ROCK	10.00AM	30	NBC	12.9	436	13.8	344	15.3 243
GUMMI BEARS	8.00AM	30	NBC	4.9	167	5.7	143	7.0 111
HELLO KITTY	8.00AM	30	CBS	3.6	122	4.2	105	3.6 58
I'M TELLING	12.30PM	30	NBC	7.0	238	7.8	194	7.3 117
KIDD VIDEO	12.30PM	30	CBS	3.6	122	3.8	95	3.1 49
LITTLE CLOWNS-HAPPYTOWN	8.30AM	30	ABC	5.8	198	6.9	172	8.1 129
LITTLE WIZARDS	10.00AM	30	ABC	9.8	330	11.0	275	10.9 173
MIGHTY MOUSE	10.30AM	30	CBS	7.5	253	9.6	239	9.9 157
MUPPET BABIES I	8.30AM	30	CBS	7.3	248	9.3	233	10.3 163
MUPPET BABIES II	9.00AM	30	CBS	9.6	325	12.5	311	12.7 203
MUPPET BABIES III	9.30AM	30	CBS	9.4	318	12.1	303	11.1 177
MY PET MONSTER	9.00AM	30	ABC	8.2	277	10.3	257	10.7 170

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, SEPTEMBER 26, 1987

PROGRAM NAME	START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:					
			NET	UNDER 18 AA% (0,000)	UNDER 12 AA% (0,000)	UNDER 6 AA% (0,000)		
NEW ARCHIES	11.30AM	30	NBC	9.3 316	10.1 251	9.9 158		
PEE WEE'S PLAYHOUSE	10.00AM	30	CBS	11.1 374	14.0 349	13.3 212		
POPEYE & SON	11.00AM	30	CBS	6.9 232	8.1 203	9.0 144		
REAL GHOSTBUSTERS(B)	10.30AM	30	ABC	9.0 305	9.8 246	10.2 162		
SMURFS I	8.30AM	30	NBC	8.4 285	9.2 229	8.6 137		
SMURFS II	9.00AM	30	NBC	10.5 353	11.2 280	11.1 176		
SMURFS III	9.30AM	30	NBC	12.5 422	13.4 335	14.1 225		
TEEN WOLF	11.30AM	30	CBS	4.7 158	4.8 120	5.1 82		

UE: 33810

UE: 24940

UE: 15920

INTAB: 676

INTAB: 511

INTAB: 303

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS

<< - BELOW MINIMUM RATING STANDARDS

LT - BELOW MINIMUM PROJECTION STANDARDS

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